January, 1922 CANADIAN HARDWARE JOURNAL and the CANADIAN TIRE & ACCESSORY JOURNAL Have been consolidated into HARDWARE AND ACCESSORIES $1 Yearly

HARDWARE AND ACCESSORIES

PAINTS·ELECTRIC·HOUSEWARE·HEATING·LIGHTING·

Vol. 14, No. 1 OLD SERIES

Published Monthly by WESTON WRIGLEY 123 BAY STREET, TORONTO

Vol 3, No. 1 NEW SERIES

LET'S GO!
for the Greatest Paint and Varnish Year

DO YOU understand why Paint and Varnish products have weathered the depression of 1921 with such success?

There is only one big, rational, national reason. It can be stated in seven short words—"Save the Surface and You Save All."

In three years these seven short words have lifted Paint and Varnish out of the luxury class and spread them into the pores of public consciousness as the greatest conservers of property.

This priming coat of "Save the Surface" educational propaganda and publicity, participated in by every factor in the industry, saved the Paint and Varnish Industry last year—nothing else.

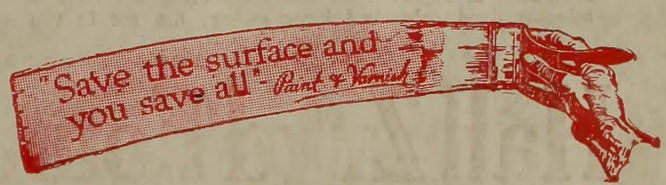
Conditions are now ripe to make 1922 the greatest Paint and Varnish year. Big plans are under way to achieve this great objective and to help you achieve your share in it.

Get in line. Order the slogan cut to-day and use it in your newspaper advertising.

Save the Surface Campaign



509 Royal Trust Chambers
107 St. James Street
MONTREAL

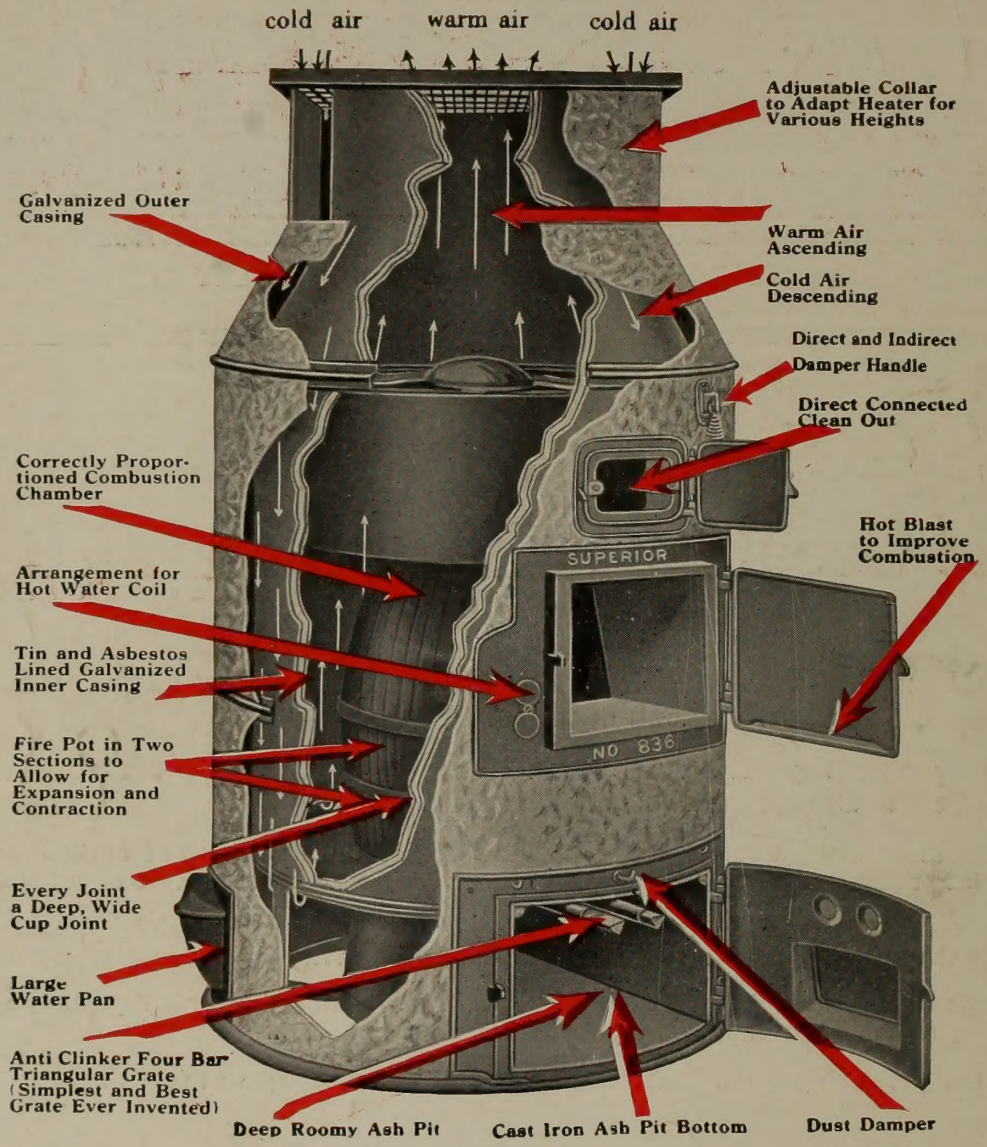


Electros of this slogan cut suitable for newspaper advertising will be supplied at forty-eight cents each.

60

THE PILOT SUPERIOR PIPELESS FURNACE

SEE OUR DISPLAY AT THE HARDWARE EXHIBITION AT HAMILTON, FEBRUARY 14 TO 17, 1922



This remarkably effective furnace supplies you with an unusual number of very convincing features and advantages to point out to your prospects. The galvanized outer casing; correctly proportioned combustion chamber; convenient arrangement for hot water coils; the tin and asbestos lined galvanized inner casing; fire pot in two sections to allow for expansion and contraction; every joint a deep wide cup joint; large watering pan; anti-clinker four-bar triangular grate—the simplest and best grate ever invented; the deep roomy ash pit; the hot blast to improve combustion and many other useful features convincing to the prospective purchaser.

Write now for our agency in your district

Hall Zryd Foundry Co., Limited

Western Branch: Post Office Box 687, Winnipeg, Man.

Manufacturers of Pilot Stoves, Ranges and Furnaces

HESPELLER, ONT.

W. Walker & Son Limited Wholesale Hardware and Iron Merchants **10-16 Alcorn Ave., Toronto**

—SERVICE—

A Much Mis-used Word

But we take no chances—if there's one thing *we are* proud of even to the boasting point it's "Walker service." To many this announcement will come as *real news*, because up until now it has not been possible for us to care for other than regular customers. Now that the big new addition to our warehouse is completed, we are out for more business. We have the goods—new stocks—representative lines from the best manufacturers, Canadian, American and British—Dealers tell us that our service is all that could be desired—that our complete and varied lines make our travellers always welcome and real order getters—and that our live-wire selling helps create ready sales and increased profits. We *really* have something out of the ordinary to offer you—don't wait for our travellers—write us for prices on any lines—it will pay you to do so.

AERO QUALITY PRODUCTS REGISTERED TRADE MARK

WALKER SERVICE—THAT'S DIFFERENT

Partial List of Walker's Quality Products

Aero Shingle Stain, all colors
Aero High Gloss Enamel
Aero Paints, one gallon cans only
6 gals to case, White, Green. Brown, Cray and Cream
Aero Orange Shellac
Aero White Shellac
Aero Barn Red Paint
Aero Spar Varnish
Aero Japan Dryers
Aero Putty **Aero Floor Wax**
Aero White Lead
Owl Brand Roofing,—light weight
Owl Brand Roofing,—medium weight
Owl Brand Roofing ,—heavy weight
Owl Brand Slate Surface Roofing
Red and Green
Walker's Wizard Roll Roofing
Red and Green
Walker's Wizard 4 in 1 Shingles

Walker service in part means *oraers shipped same day as received*—Our modern facilities for handling orders is a revelation to all—We carry at all times complete stocks in Builders' Hardware—Aero quality products—Owl Brand Roofing, etc. Link up with the "Walker" organization—we're growing fast, so why not grow with us—a postcard to us now will start the ball a-rolling.

Strictly Wholesale
Hardware and Iron Merchants

OWL ROOFING REGISTERED TRADE MARK

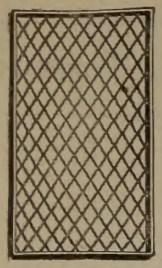
W. WALKER & SON LIMITED
10-16 ALCORN AVENUE, TORONTO

OWL ROOFING REGISTERED TRADE MARK

Canadian Distributors for
May & Padmore, Birmingham, Eng.

Ontario Distributors
Mitchell Vacuum Cleaner

Toronto and District—Beaver Hexacon Shingles



CLOSE UP THE WINDOWS AND MAKE MORE MONEY

Just at the present moment there is a campaign on against the robber. Everywhere owners of factories, stores, etc., are putting up guards to keep out the thief.

DENNISTEEL
Made in Canada

WIRE WINDOW GUARDS

are greatly in demand. There isn't a hardwareman who can't take an order for us for these guards for buildings in his district. There is good profit for you if you act as our agents.

Write for particulars.

WE ALSO MAKE

Wire Elevators, Enclosures, Machinery Guards, Steel Lockers, Steel Cabinets, Steel Shelving. etc. Commercial Wirework of all kinds, General Builders' Ironwork, Ornamental Iron and Bronze, "Boca" Solid Steel Sash, Steel Lavatory Compartments, etc.



Write for folders

THE DENNIS WIRE AND IRON WORKS CO. LIMITED
LONDON
CANADA

Halifax	Toronto	Winnipeg
Montreal	Hamilton	Calgary
Ottawa	Windsor	Vancouver

"YANKEE" VISES

FOUR SIZES



Your Jobber will supply you.

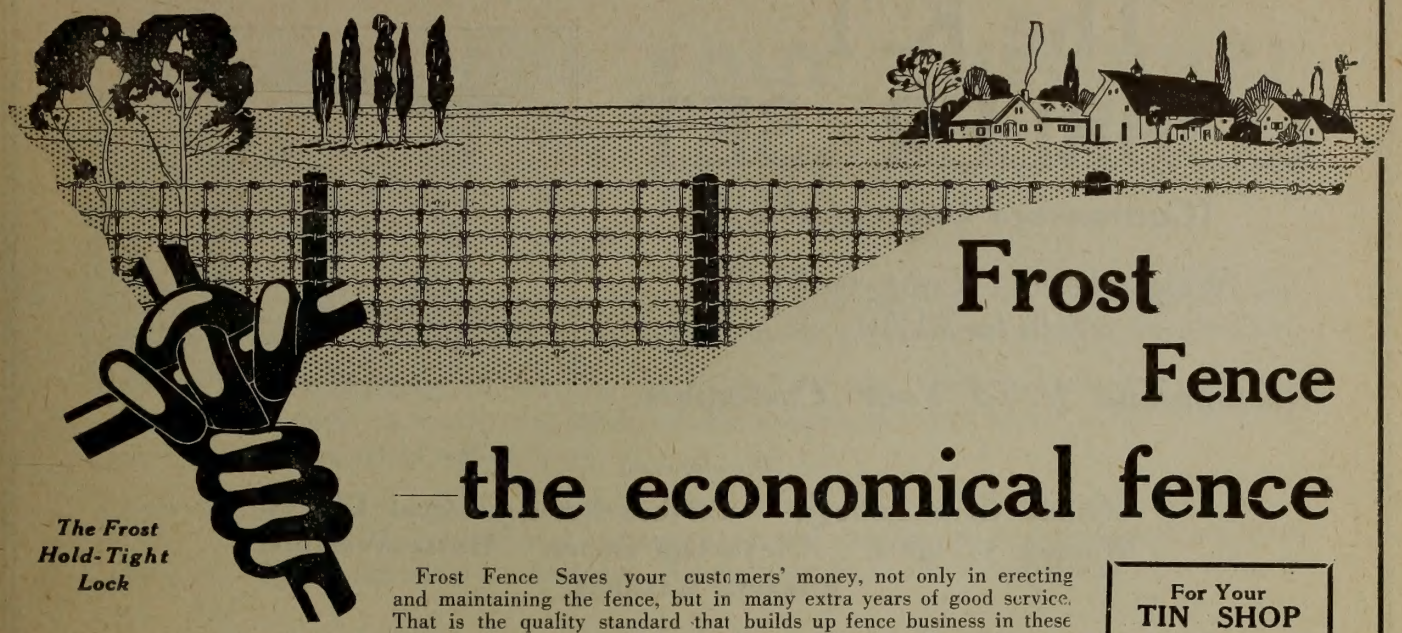
With Detachable Swivel Base

Dimensions	1991	1992	1993	1994
Jaw Opening	1 1/2	1 15/16	3 1/8	4 in.
Height Over All	3 1/8	4 1/8	5 3/4	12 1/4"
Length Over All	4 5/8	6	8 3/4	7 5/8"
Net Weight	3	6	14	41 lbs

This vise is accurately machined on the bottom, sides and end, for use in holding work in several positions on drill press, shaper, etc., allowing it to pass through several operations before necessary to change it in the vise. An entirely distinct feature in vises and one that is quickly appreciated by Tool Makers, Pattern Makers and Machinists.

NORTH BROS. MANUFACTURING CO.

PHILADELPHIA, PA.



Frost Fence
—the economical fence

The Frost Hold-Tight Lock

Frost Fence Saves your customers' money, not only in erecting and maintaining the fence, but in many extra years of good service. That is the quality standard that builds up fence business in these times, and you want all the particulars. Let us tell you how we make and extra heavily galvanize our wire in our own factory. Let us explain the famous Frost Hold-tight Lock. Let us prove Frost superiority at every point. Write today.

For Your **TIN SHOP**
Bright, galvanized and coppered wire.

Frost Steel and Wire Company Limited, Hamilton, Canada

Galvanized and Bright Wire—Hay Wire and Bale Ties—Woven Wire—Farm, Factory and Ornamental Fences—Galvanized Gates———Manufacturers' Wire Supplies.

PISTONS AND PISTON RINGS
FOR POPULAR CARS

Ford Chevrolet Dodge Studebaker
McLaughlin Maxwell Overland and others



Regular and Oversizes carried in stock.

Pistons made from high grade semi-steel. Machined to Manufacturers' limits.
Material and Workmanship guaranteed in every detail.

Special Oil Proof Piston Rings and Standard Step-Cut Rings of all sizes.

ORDER FROM YOUR JOBBER OR DIRECT

The White Machine Works Limited

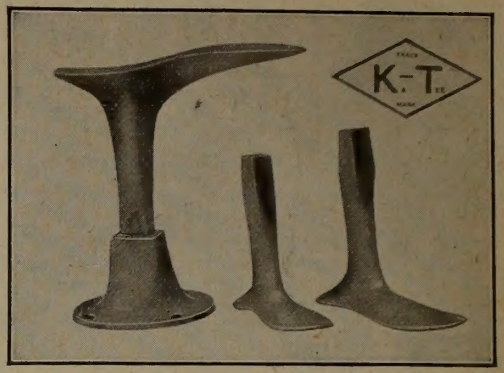
Windsor - Ontario

The K.T. COBBLER SET

(Guaranteed Unbreakable)

Weighs 14 lbs.—Costs you $1.00
Sells for $1.50

Recommend It To Your Customers.



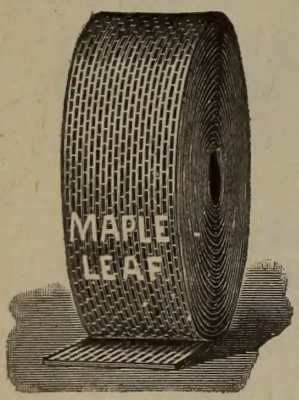
We also make

Clothes Line Pulleys, Clothes Reels, Coal Chutes, Window Weights, Clean Out Doors, Horse Weights, Builders' Castings.

Ask your jobber for the K-T or write us for prices.

GALT 

ONT.



SOLE MANUFACTURERS OF THE CELEBRATED

"MAPLE LEAF" BRAND STITCHED COTTON DUCK BELTING

STRONG DURABLE ECONOMICAL TRUE RUNNING

Mr. Hardware Merchant—Look over your stock and send in your orders **Now**, to secure present prices, as the cost of duck has been steadily advancing.



MAPLE LEAF BELT DRESSING

The Best for all Kinds of Belts

WRITE FOR SAMPLES AND PRICES

Quebec Branch: 51 Duluth Building, Montreal

DOMINION BELTING CO., LIMITED

HAMILTON - ONTARIO - CANADA

What does your customer think about your deliveries

Absolutely no room for improvement in your product—what impression do your deliveries make? By your deliveries you can add prestige and more saleability to your line—and stir up more business.

Beath Welded Steel Barrels will win over many a doubtful sale. Your customer likes to see safe deliveries of liquids, chemicals, oils, paints, varnish, enamels. powders, crystals, tar—and Beath barrels deliver them safely without loss.

Beath Welded Steel Barrels are best quality sheet steel with every seam welded: Self draining outlet. No leaks. Can be used over and over again and stored inside or outside in all weathers. The Beath barrel is the barrel for economy. We make barrels in any special design when required.

Always Order Your *Own* Supplies In Beath Barrels

Write us for full particulars and prices

W. D. Beath and Son Limited

Toronto - Ontario



The Truth in Business

By Dr. Frank Crane

LISTEN, young man! The cleverest man in the world is the man who tells the truth, and tells it all the time, not occasionally. Sometimes you can profit by a lie, but it is like dodging bullets; you never know when you are going to get hurt.

Lying is a game. Sometimes it is a very exciting game. But it is essentially gambling. And gambling, any sort of gambling, is not business.

The fundamental laws of business are just as accurate and as well established as the principles of geometry.

It is hard to see this, for our visual range is limited. Most of us can see the crooked dollar coming today, but not the ten straight dollars it is going to lose us tomorrow.

Real business success is cumulative. It grows like a snowball. And the one thing that makes it keep on growing, even while we sleep, is our persistent truthfulness and dependableness.

If you put an advertisement in the paper announcing goods worth five dollars for sale at two dollars, and if the people come and buy, and find out the stuff is not worth ten cents, you may make a one day's gain, but you have alienated a lot of indignant customers and have started to saw away the posts that sustain your reputation.

If you have a store rented for a week only and purpose to conduct a sacrifice sale of goods that will make everybody disgusted who buys them, then perhaps you may lie with a high hand and a stretched-out- arm.

But if you are in business to stay, and want regular, returning, increasing, satisfied and friendly customers, it will pay you to stick to the old-fashioned truth.

Exaggeration is lying. It does not take long for the people to get the habit of discounting twenty-five per cent. of all you say.

If you continually overstate and vociferate you must keep on getting louder, until you soon become incoherent.

But if you habitually state only what is soberly, honestly true, by and by everything you say will be away above par.

A man's repute for truthfulness is as much a part of his capital as are his store and stock; so much so that he can raise money on it.

As civilization progresses, business becomes more and more an affair of credit, of trust. The very foundation of big business is trustworthiness. Therefore, if you are ever going to get beyond the peanut-stand and push-cart stage of merchandise you must establish a basis of dependableness.

There is not one thing in this world, young man, that can be of as much value to you as building up a reputation such that men will say, "his word is as good as his bond."

It is well to be clever and keen and Johnny-on-the-spot, it is well to look out for number one and to know a good bargain, but best of all is to have the world say of you:

"Whatever that man says can absolutely be relied upon."

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Including CANADIAN HARDWARE STOVE AND PAINT JOURNAL Established 1909

HARDWARE AND ACCESSORIES
PAINTS-ELECTRIC-HOUSEWARE-HEATING-LIGHTING

Including CANADIAN TIRE AND ACCESSORY JOURNAL Established 1909

Published Monthly by Weston Wrigley, 123 Bay St. Toronto.

Subscription Rates $1.00 per year in Canada, Great Britain and Her Dominions; $2.00 to the United States.

VOLUME 14 TORONTO JANUARY 1922 NUMBER 1

BUSINESS ON THE UPGRADE

No chicken was ever hatched out of a fresh egg, says the Herald Press, Montreal. About the time that new life is ready to come out of an egg, the egg is rotten.

The same is true of business. Things have been so rotten that they are good. We have incubated all the freshness out of the world-egg and it is time now for a new sort of vitality to be born from it. Labor, capital, politics, ethics, morals, civilization as a whole—all have worked themselves up to proportions of purulent and perfect putrescence. But put your ear down to the shell and you can distinguish the first faint peeks of a new and yet unborn life that is about to break through and walk out among us.

Philosophers and moralists have always known that every form of excitement and every debauch produces its own antidote and reaction. And civilization has too much vitality and too good a constitution to be knocked cold by even the extraordinary hard bumps it has taken during the past seven years.

Old Mother Nature has been patiently sitting on her eggs. At this time they are no good for a cake or an omelette, but if you will restrain yourself and look forward with a more optimistic vision and endeavor to work toward better conditions they are sure to come.

ATTEND THE CONVENTION

The doubling of membership in the Ontario Retail Hardware Association as predicted by HARDWARE AND ACCESSORIES in March last, makes it practically certain that the attendance of retailers at the Hardware Convention to be held at Hamilton, Feb. 14 to 17, will be larger than at any previous gathering, not excepting the Ottawa convention in 1914.

With the membership around 300, the previous high mark, an attendance of 150 to 200 retailers was considered satisfactory, but with about 600 paid up members to draw from it is reasonable to expect 300 or more to attend the 1922 convention.

Up to Dec. 31, 94 of the 99 booths in the convention hall had been reserved so that the Hardware Exhibition is an assured success. The buying card plan will be used this year, prizes being awarded to the dealers who (1) make the largest total of purchases nd (2) to those who make the largest number of individual purchases from exhibitors.

Two banquets are planned, one under the auspices of the Retail Hardware Association, and one tendered by the Hardware Manufacturers of Hamilton. It has also been suggested that the Exhibitors be allotted one evening to put on some selling stunts or other educational features.

Special convention fares will be offered by the railways, and by asking for a convention certificate when buying a one-way ticket to Hamilton, return ticket will be obtained by paying 25c registration fee. With the help of the traveling salesmen the necessary 300 is easily assured.

AVERAGE OVERHEAD IS 21%

Figures compiled by the Bureau of Business Research of Harvard University indicate that in the majority of retail hardware stores the overhead appears to be about 21 per cent. of sales. The lowest figure reported was 11.42 per cent, and the highest 36.3 per cent. The average selling expense is 7 per cent. and the average for buying and management is 4.4 per cent.

The following figures express the percentages between the various expenses and the total sales:

	Lowest	Highest	Common
Wages of sales force	2.57	15.80	6.2
Other selling expenses	0.03	4.12	0.7
Total selling expense	3.02	15.8	7.0
Delivery expense		3.22	0.7
Buying, management and office salaries	0.66	9.64	4.0
Office supplies, postage and other expense	1.15	10.6	4.4
Rent	0.38	6.09	1.7
Heat, light and power	0.06	1.35	0.4
Taxes (except on buildings, income and profits)	0.04	1.14	0.5
Insurance (except on buildings)	0.08	1.02	0.4
Repairs of store equipment	0.01	1.11	0.1
Depreciation of store equipment	0.02	1.6	0.3
Total interest	0.95	8.95	3.3
Total fixed charges and upkeep expense	3.07	12.68	7.0
Miscellaneous expense	0.01	3.86	0.9
Losses from bad debts		6.8	0.5
Total expense	11.42	36.30	31.0

To realize a net profit of five per cent. on the year's business, the hardware retailer must, therefore, add an average of a little over 35.1 per cent.

In comparison with these figures, the Bureau of Business Research points out, the overhead in retail drug stores averages 27.6 per cent., and in grocery stores 14.6 per cent.

THE HARDWARE ROUND TABLE

LITTLE CHATS ABOUT SALESMANSHIP AND BUSINESS METHODS

THE thing we call business is you and me. It is hard for the business man to realize that his goods, stocks and bonds; his factories and his farms, of themselves are not business. It is a personal matter. Health and mental conditions are business The merchant makes a mistake if he hesitates to correct the employee on the first show of a selfish nature. Such a person can never measure up to the best. It is a disease. It is a cancer on the future possibilities of the person.

The merchant who finds himself putting all his thought on the money he can make, centering everything on the dollar, giving but little thought to the interests and welfare of others, nees to take himself in hand and administer a big dose of some kind of remedy. If you allow this condition to grow ,it will only be a question of time until you will be so wound up in its clutches that it will be almost impossible to throw it aff. There is no happiness, or health in it. Its very influence is for the bad.

* * *

Frank E. Mutton general manager of the International Business Machines, Limited, Toronto, spent many years on the road as a salesman and "doesn't forget that he was once a boy" at the head of the stairs leading to his office this sign greets the visitor:



National Hardware Bulletin.

"Salesmen who happen to be in this vicinity any day about 3.40 p.m. are invited to have a cup of tea with us."

"Our office staff," explained Mr. Mutton, has tea served to them by our lunch room maid every afternoon, the executives joining with me in a daily conference which may last twenty minutes or two hours if something of particular interest arises. The girls have their tea in the general office and experience has shown that the few minutes spent in this diversion is more than repaid by increased efficiency in all of us for the rest of the afternoon.

"One afternoon recently I noticed a salesman waiting near the switchboard at the tea hour and invited him to join us as it was a raw day outside and a hot cup would be appreciated. Since then we have had the invitation on a card near the stairs and we appreciate the opportunity to entertain visiting salesmen who have business to do with us."

Mr. Mutton says that his factory is five weeks behind in their deliveries of the special Dayton Scale made for hardwaremen and the outlook for 1922 business is for a greatly increased volume over 1921.

* * *

John D. Rockefeller took a little girl in Cleveland to ride in his car and, after she had comfortably seated herself, he asked her, "Where would you like to go?"

"Oh, I don't care," the little miss replied. "Where do you want to go?"

"I," Mr. Rockefeller replied with a twinkle in his eyes, "I want to go to Heaven."

"Oh, Mr. Rockefeller," the girl exclaimed, "I guess you haven't got gasoline enough to take you there."—

* * *

"Where is———— now? asked Fred Hatch, of the Canada Steel Goods Co., Hamilton, mentioning a Western Ontario hardwareman who is now in another line of trade.

"On one of my first trips on the road I called on some of the towns west of London and being a widely known merchant I was told to call on this dealer. When I called the dealer said he was busy on a tinsmithing job but would see me at noon so while I was waiting during the morning I found another hardware store and secured a small order from him. The first merchant, however, happened to see me leaving his opposition's store and when I entered his store at noon he bawled me out in a loud voice, telling me that I couldn't do business with him if I sold my line of hinges, etc., to his competitor. When I returned home I was told not to call on the dealer with a big voice again as our company could do business without him.

"I'm not surprised that he's out of the hardware business," added Mr. Hatch, "as if a merchant wants to succeed he must have the friendship of the travelling salesmen and the confidence of the manufacturers and jobbers.

* * *

Paint! Paint! Paint! the world is painting,
Varnish also has the call.
And the year of "Twenty-two"
Marks the greatest year for you,
Paint and varnish—Save the Surface and save all!

The name of Oscar Zryd, of the Hall Zryd Foundry Co, Ltd., Hespeler, happened to be mentioned in a Toronto manufacturer's office recently and the following incident was related:

"I was on my first trip as a salesman and was trying to make at least one sale in every town I visited in order to show the firm that I had been there. When I reached Grimsby I found one customer's store closed and no other prospect of getting an order. I saw a foundry down the street and as a last resort called on them. Oscar was bookkeeper and asking him to look over my line he did but could find nothing he could use until we found babbit metal.

"We don't use much metal and we won't need any until the spring but you caan put us down for 200 pounds for delivery April 1st.

The order wasn't big but it meant much to me and I fully appreciated the spirit which prompted him to give a helping hand to a young salesman," added the manufacturer.

* * *

Mr. Merchant, if a man came into your store and bought some merchandise and tendered a $10 bill in payment, and you saw on the reverse side of the bill was printed the following, "This bill is void if such and such conditions are not complied with," wouldn't you ask that customer to wait until you had read over the conditions pretty carefully? We venture to say that you would, and yet have you ever read over the conditions on the $1000 or $10,000 bills that you have against the various insurance companies with whom you do business?

Read your insurance policies carefully, and before placing any renewals or new insurance ask Secretary MacPherson of the Ontario Retail Hardware Association about the soundness of the Hardware Mutual Fire Insurance companies and the savings to be made by placing business with them instead of the old line companies.

Many of the biggest retail hardware retailers in Ontario are placing hundreds of thousands of dollars of insurance with the Hardware Mutuals and during 1922 dividends of 50 per cent on the premiums on several millions of dollars worth of insurance will be paid to hardware dealers in Ontario.

Take this tip—insure with the Hardware Mutuals if you have not already done so.

The tip is worth several years subscription to Hardware and Accessories but if you don't want to send Three Dollars for a Five Years Subscription just now you can have One Years Subscription for One Dollar.

* * *

Miss Hansler, of Advertising Service, Ltd., Toronto, in telling of an experience she had recently, made a suggestion which may be helpful to some manufacturers selling electrical equipment, auto accessories or other lines to hardwaremen.

"A friend of mine", said Miss Hansler "found her store overstocked in several lines recently. I had advised her to order some popular priced goods in moderate quantities but the salesman induced her to place an order for several dozen of a high priced line. We put on a sale and managed to clear the stock but it occurred to me that the manufacturers and jobbers might instruct their salesmen to do what I did in this case—get behind any dealers who are overstocked and help them to unload.

"Goods are not sold until they reach the consumer and when business is quiet and salesmen have spare time, they might be used to help dealers move their overstock either by store sales or by canvassing special prospects for the particular line they are selling."

What is one of the big contributing factors to prices in retail stores which some people still talk of as "too high?" Service. If stores cut out their service of course they could sell cheaper, but does the public want this service? Yes indeed they want it, but they don't want to pay for it. What retailers need to do today is to remind the public of the service they are giving and put the casae before them frankly that if lower prices are wanted, they will have to get along with less service?

* * *

Another plan to swindle retailers has been exposed by the National Retail Hardware Association in the United States.

Retailers are approached by electric sign salesmen who claim to have contracts from hardware manufacturers to exhibit electric flash signs in retail store windows advertising products sold by the dealer.

The retailer is asked to pay $15 for membership and agrees to keep one of the signs flashing four hours each night for one month, the flashing sign having 24 changes of wording. The dealer is to receive $10 per month for each additional flash sign which the sign concern May send him.

The fly-in-the-ointment is that maybe the hardware manufacturers will not want ot advertise their products in this manner. Then the $10 more or less, that the dealer thought he was going to get when he became a member will vanish into the thin, thin air.

There are several sign "associations" working the retailers on this game, some having a capitalization of a million dollars.

If the game is tried on Canadian Hardwaremen it would be wise to demand that photographed copies of the signed orders be shown before agreeing to contribute. The trade papers and the Secretary of the Retail Hardware Association should also be advised.



CANADIAN DEALERS SHOULD MAKE 1922 THEIR GREATEST PAINT AND VARNISH YEAR

Manufacturer's publicity has paved the way for increased business for the retailer — Public appreciation of necessity of "saving the surface" has been created — It's up to the dealer to cash in

By GEORGE HENDERSON Chairman Save the Surface Campaign Committee

I am pleased to note that with the inauguration of the increase in size of your publication in January next you are especially emphasizing the value of the Save the Surface Campaign to dealers in their efforts to enlarge their paint business, and I feel sure that if dealers can be brought to realize the facts of the matter they will be of one mind in their approbation of your action in this regard.

For three years now the Save the Surface Campaign, through the medium of the daily press has been educating the people of Canada, from one end of the country to the other, to the truth of the contention, which in a few words is that no matter what it costs to paint the fact remains that it costs more not to paint than to paint.

A far-reaching appreciation of this fact has sprung up and the one thing required now to increase the dealer's paint sales tremendously is a more concentrated effort on his part to take advantage of this state of the public mind.



GEORGE HENDERSON, Montreal
President and General Manager Brandram-Henderson, Ltd.
President Alberta Linseed Oil Co., Ltd., Medicine Hat, Alta., and
President Pacific White Lead Co., Ltd., Vancouver, B.C.
Courtesy International Press Ltd.

As stated on numerous occasions the campaign was started to educate the public on the necessity for the use of paints and varnishes. To a very remarkable extent this object has been achieved. Now, having accomplished so much, the paint dealer should realize the situation and turn it to his personal benefit and that of the manufacturer whose product he sells.

There are without doubt many among our population who do not require to be urged to apply surface saving materials to their property for the very good reason that the practical side of our arguments appeals too strongly to them to permit of them doing otherwise.

On the other hand there are those, and large numbers of them, who know and feel that the principle of surface protection is sound through and through, but who, through lack of encouragement on the part of the dealer, have not put this knowledge to practical use. This may be due to procrastination, carelessness, indecision or other reasons. But right here the progressive dealer can take a hand. He can call upon such people and if he discusses the question properly, he cannot fail to crystallize their already solvent ideas into action;—action which will mean the sale of more paint and varnish and the consequent increased profits to dealer as well as manufacturer—action which will mean clean, sanitary condition of houses and communities generally—and above all, action which will prove an actual economy to all property owners.

Every paint and varnish manufacturing firm provides its dealers with extensive advertising equipment, including sales promotion literature etc., all of which is calculated to assist dealers in bringing business to the door, and in the sale of their own particular products.

The Save the Surface Campaign Committee is driving home its arguments to the public on the broader subject of painting and varnishing for economy's sake as well as that of beauty, with no reference whatever to any particular description or brand of these products.

It therefore but remains for the dealer to conduct a vigorous campaign in his own special territory to reap the combined benefits of the two classes of advertising, both of which are aimed at the same result,—though one is individual and the other co-operative—viz., the greatly increased sale of paints and varnishes.

The business is to be had beyond all question. As to the methods to be applied to develope it so far as the individual dealer is concerned, I do not think it necessary to say anything in this letter. Trade papers for months past have been full of suggestions along these lines and the Save the Surface Campaign Committee through its advertising merchandise and suggestions for dealers' helps has also pointed out innumerable methods which can be adopt-

ed. The Campaign Committee is willing and anxious at all times to do anything in its power to give assistance to any and all who maya require it.

While of course this statement does not apply to all, generally speaking the dealer is now the one weak link in an otherwise strong chain. To those dealers to whom this statement does apply, let me say that I cannot urge upon them too strongly the desirability of taking steps along the lines indicated and thus render the strength of the chain uniform and enable us all to share in a splendid year's business in 1922.

I look forward to harty co-operation and aggressiveness on the part of every paint dealer in the country commencing with the New Year.

DEAN OF CANADIAN STOVE TRADE PASSES

John McClary, Pioneer Canadian, dies aged 93 after 75 years of active life as Tinsmith, Salesman, Manufacturer and Captain of Industry.

The death of John McClary, President of the McClary Mfg., Co,. London, Ont, on Dec. 11th., after only one day's illness, brings to an end an honored and active career such as few have the good fortune to experience.

Nearly two centuries ago his great-grandfather, Andrew MrClary, migrated from Scotland to America, settling in Pennsylvania and later in New Hampshire, from which state John McClary, senior, removed to Nilestown, near London, Ontario, in 1816. Here John McClary, the future millionaire stove manufacturer, was born Jan. 2, 1829, the eleventh of a family of twelve children.

In 1847 the young John McClary left the pioneer home to learn tinsmithing, and two years later joined the rush of '49 gold fields of far off California. Going via New York and Panama he reached San Francisco and opened a shop. This burning in a great conflagration, and failing to locate as a miner, he returned to London.

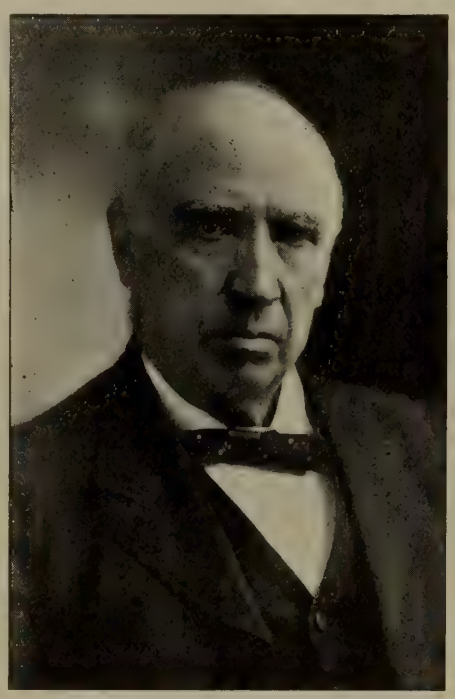
From 1851 till his death Mr. McClary was engaged in manufacturing at London, first as partner in the firm of J. & O. McClary, and later as head of the McClary Manufacturing Company. The first products, plows and tinware, were sold to pioneer farmers in Western Ontario, Mr. McClary and other salesmen travelling by wagon over the entire country from Brantford to Windsor, selling and distributing the products of their workshops, and taking in exchange commodities which the farmers bartered for the tinware and plows.

The building of the old Great Western Railway to London in 1853-4 made possible greater developments in the manufacturing industry. Raw materials were more easily procured and distribution became possible in larger quantities. The making of plows was discontinued and the output was changed to stoves, a real companion industry to kitchen utensils, enameled wares being soon added to the tinware products.

In 1871 the McClary Manufacturing Company was incorporated, in 1879 a branch was opened in Toronto, others following within a year in Montreal and Winnipeg, one in Vancouver in 1894, and more recently in St. John, N.B., Hamilton, Calgary, Saskatoon and Edmonton.

Up to the incorporation of the company Oliver McClary, an elder brother, was a partner but for nearly half a century John McClary was the active head of the industry, aided by his two sons-in-law, Lt.-Col. Wm. Gartshore, Vice President and General Manager, who joined the staff in 1876, and Mr. W. A. Gunn, formerly secretary of the company, and whose sons are now active in the company's affairs.

Mr. McClary's life, so actively spent in building up one of the outstanding industrial enterprises in Canada, said to be the greatest stove foundry in the British Empire, also found time for public service as an active backer of Sir Adam Beck in his public ownership and Hydro-Electric campaigns. He was also President of the Ontario Loan & Debenture Company, a Past President of the London Life Insurance Co., and a Director of the London & Western Trust Co. He was formerly a Justice of the Peace. In



The Late JOHN McCLARY

1911 he was given a public dinner by the London Board of Trade in recognition of his services as one of the pioneer business men of the district.

The new officers of the McClary Manufacturing Co. are W. M. Gartshore, president and general manager; A. M. Smart, vice president and treasurer; John McClary Gunn, vice president and assistant general manager (to be appointed), with the following additional directors: John McClary Moore, T. G. Meredith, K.C., and J. K. H. Pope, Secretary.

1922 will be a Happy New Year for all who work to make it so.

A merchant without a January inventory is a business jitney without a brake.

"GO GET IT" IN NINETEEN TWENTY TWO

There's business to be gotten if gone after and the farther we get into 1922 the better it will be — Confidence can change Dull Times into Good Times.

There's a "go get it" spirit evident in business with the start of nineteen-twenty-two that is putting heart into the manufacturers and business men who found he latter part of 1921 a period when orders were hard to get, and who have felt that with a poorer harvest than expected in Western Canada, the outlook for 1922 was none too promising.

A year ago, it will be remembered, there were many misgivings and it was felt that we were sitting on the top of a volcano in the business world. Some crawled into the cellar and locked the door, others felt it better to buffet the expected storm out in the open. But the truth is that the explosion—cyclone—calamity—never came. We had dark days and had storms but they only served to clear the atmosphere. Those who hid away—called in Salesmen—stopped advertising—ceased fighting—are now coming out of the storm cellars and blinking their eyes to find that the storm clouds have passed and he sun is beginning to shine.

The business atmosphere is clearing and the scene is all set for the return of a period of prosperity—not a boom, but a steady growth in the volume of trade month after month for several years.

"Our business last year totalled about $250,000" said a retail hardwareman in a Western Ontario city. "In July last we commenced to curtail credit sales but our cash trade has kept up as large as in 1920, and for the whole year our total will be about $225,000."

"The only difference between "good times and "dull times" is the lack of confidence during inactive periods, said an Ontario wholesaler to Hardware and Accessories, "and there is no reason for lack of confidence today. Dur- 1921 prices of hardware, taken on the whole, declined probably 30 per cent, yet our volume of sales, measured in dollars, was only about 10 per cent lower than 1920, and our tonnage was larger than last year. Moreover our financial man has just showed me a statement indicating that we are less than five weeks behind in collections on our total volume of sales. This is a most favorable and unusual condition,"

This jobber has for over a year followed the policy of keeping his stocks at least one month ahead of demand, believing that it is better to lose a few dollars on reduced prices of stocks in hand, than to lose trade by not having the goods to fill orders promptly.

"Our sales have shown an increase every month since July," said a manufacturer of screen doors, etc, "and our bookings for spring are well up to the average."

"We have relied on Ontario and Quebec," said a manufacturer of hocky sticks. "and our factory has been working over time for several weeks past."

"The sales of Quebec heaters with ovens has been enormous this winter," said a Montreal Stove man, "although sales of higher priced ranges has not been as large as desired."

Stocks in most lines are low, both in manufacturers' and retailers' hands. a much different condition to that which prevailed a year ago. Retailers who did business in 1921 on carry over stocks, will have to order more heavily in 1922 in order to do an equal volume of business. This means more and larger orders for wholesalers and manufacturers.

Building too, has a more favorable outlook than a year ago. Materials have declined at least 25 per cent. and wages, following the decreased cost of living, are declining in spite of efforts of union organizers to maintain the high war-time levels.

The views of some representative men in various branches of the trade are given below and the almost universal expression is that 1922 holds out great promise for those who have the aggressiveness to go after trade this year.

LARGE BOOKINGS FOR ACCESSORIES.

A. M. Bottcher, Manager of the Accessory Department of Hyslop ros., Ltd., Toronto, said: "While generally speaking we have done a fair amount of business during the year considering the prevailing trade depression, the volume was of course considerably below the pre-war standard. There was a fairly steady inflow of business but at no period of the year did our turn-over run up to any high peak. For the coming year, however, I see at least one very encouraging sign. One year ago we did not have one five cent piece in orders booked up for spring shipment. Today our orders for spring delivery are as large as they have been in any previous season. A year ago stocks were heavy and no one needed to buy but the situation is entirely altered now. Stocks generally are pretty well depleted and automobile accessory dealers find themselves forced into the market to buy goods.

It was inevitable that both manufacturers and dealers had to pass through a period of readjustment during the year and with many of the automobile firms resuming operations and planning expansion, accessories are getting their decks cleared ready for a good year's business in 1922. Many dealers are now placing orders for March or April shipment and we take it that this is a pretty fair indication of returning confidence in the future of the industry. I see no reason why 1922 should not be a good year in our line of business."

LOOKS FOR GREATER BUSINESS.

W. L. Moncur, of Cutten & Foster, accessory dealers, Toronto, talking to Hardware and Accessories, said that while the past year had shown a little decrease in the volume of business, the success of the industry next year would depend largely on several factors. One of these had reference to the over-plus of garages who did not take the handling of accessories seriously enough, thus hampering the ligitimate dealers. Certain dealers, he said, were carrying goods at a loss just in order to serve customers and as an adjunct to their automobile selling.

In the opinion of Mr. Moncur the average garage man had not been devoting sufficient attention to the study of merchandising of his goods, a fact that was demonstrated by the very few window displays of accessories in Toronto this Christmas. "The garage man has got to get out and make the accessories department carry his business," declared Mr. Moncur, who, is the President of the Canadian Automotive Equipment Association.

ADVISES OPTIMISM WITH CARE

W. H. Lamont, Financial Manager of H. S. Howland Sons & Co., Ltd., Toronto, who has his finger constantly on the pulse of the hardware trade, is optimistic concerning the outlook for trade in 1922.

In an interview accorded Hardware and Accessories Mr. Lamont, in discussing the future, placed special emphasis on the value of an optimistic spirit in the conduct of business during the coming year and added that it should be accompanied by careful and well-thought out policies. It was his opinion that optimism with care, following upon a good example of economy in administration upon the part of our Governments would help greatly to improve business conditions during 1922.

"One of the chief difficulties in trading during the past year," said Mr. Lamont, "has been the great spread between the price of the products of the soil and those of the factory. Either agricultural products must advance or manufactured commodities decline until a fairer proportion is reached, and it would seem that this readjustment can only be accomplished by the latter taking place. One of the factors tending to maintain high production costs is the wages paid to labor. Labor leaders, I maintain, should develope a broader appreciation of the general conditions prevailing and guide their affairs accordingly. I am confident that if this were done labor would not be holding out for a few cents an hour in wages while at the same time sacrificing continuous employment."

It was pointed out by Mr. Lamont that retailers, as well as manufacturers and wholesalers, should carefully scrutinize accounts and attend vigorously to collections. The farmer and consumers generally had enjoyed several good years and it was not thought unreasonable that they pay their honest debts, even if it did mean the consumption of savings. It was shown that the retailer, by promptly collecting outstanding accounts, helps business very materially by enabling the wholesaler to place orders with manufacturers, and thereby resulting in more employment, which subsequently returns to the advantage of the retailer by increasing buying power.

"The possibilities of our natural resources are beyond comprehension," said Mr. Lamont. "Our huge wheat fields, the extent of our forests and mines and fisheries, together with the developmnt of our hydro-electric power, must result in prosperity, if we will only all get together so as to enable intensified production. The assistance of our Governments in directing trade to flow through its natural chanels, unhampered by restrictions, is necessary. Reasonable protection of manufacturers is no doubt required, but could this be accomplished by placing a definite rate of duty upon imports, and not by varying regulations which create uncertainty regarding costs of goods, and in this manner is very apt to curtail trade."

WORK AHEAD, FOR SALESMEN.

That the coming year is not going to be an easy one for the seller of merchandise was stressed by the manager of the National Electric Heating Co., Ltd., Toronto, in a statement to Hardware and Accessories. as follows:

"It is very hard to prophesy just what is going to take place during the coming year, never-the-less certain conclusions can be arrived at, from the results of the extraordinary conditions during 1921. 1922 is not going to be a picnic for the salesman. Business will only be got after going for it, but there is going to be business to be had. In most lines, dealer's shelves are depleted, they have been waiting for prices to stabilize. Prices have about touched bottom on all commodities and there is a sign of some of the basic materials stiffening in price. We have particular reference to copper and brass, and there is no doubt that if prices stiffen on some of the finished products that buying will be accelerated. There are signs of some building activity, and with the price of materials and labor receding, this should stimulate business considerably. In conclusion, we would say that there will be business to be had, but it will require going ofter it. If we all put our shoulder to the wheel and get out after business and not wait for it to come to us."

PUBLICITY HELPS SELL PAINT

Mr. H. E. Poole, Stewart & Wood, Ltd., Toronto, outlined the situation in the paint industry which, he said, has had its difficulties during the past year but he had sufficient confidence in the future to believe that these are going to be minimized in 1922.

It is not, generally realized" said Mr. Poole, "that practically all manufacturing concerns use paint and finishes before turning out their finished goods and the fact that quite a number of manufacturing plants were closed down during part of the present year naturally affected the output of paint. A very large percentage of the demand for paint comes from the industrial plants. Hardly an article is sold in these days that does not carry with it its painted covering or varnish. Furniture manufacturers and makers of automobile bodies have been quiet and they are all big users of paint. Also there was a comparitively small amount of building during the past year.

"One circumstance, however, acted in our favor during 1921 and helped a good deal in saving the situation. The shutting down of many of the factories threw many men out of work and the thrifty men in numerous towns and smaller cities put in a good deal of their idle time in painting their own houses. We conducted an investigation along these lines and found that a surprising amount of paint was used this way.

"Another feature that materially helped the paint industry this year was the big co-operative advertising campaign, with its slogan, "Save the Surface" carried on by paint manufacturers in Canada and the United States. There is no doubt that this wiil continue to bear fruit next year as it has done this year. As regards the coming year I believe that it will show vastly improved conditions.

"Considerable building activity is under way and many factories are opening up again after a period of non-production. The prices of paint are now down to rock bottom and in many lines they are down to the 1914 level. I believe that a reaction will take place soon now and the price pendulum start to swing the other way.

"Paint prices were reduced several times during the year and disturbed market conditions badly. I believe this period is now over and we can look forward to better things during 1922. Stocks generally throughout the country are light and master painters and dealers have a very little on hand at the present time. Our chief hope for better business in 1922 lies in the reopening of the manufacturing plants which is now taking place and which, I believe is likely to continue until manufacturing is back to its old basis, or close to it."

BRUSH OUTLOOK ENCOURAGING.

Asked for their views concerning the outlook for the coming year in the brush industry, the Boeckh Company, Ltd., Toronto, maunfacturers of brushes and brooms authorized the following statement:

"We might say that conditions in the brush industry were exceedingly good in the early part of this year but there was a very noticeable slackening in the demand during the summer and early fall. This condition was undoubtedly due to the general depression which affected most industries as early as the fall of 1920. About August 1st. New prices on brushes were put into effect, which showed reductions varying from 10 to 25 per cent. The outlook for 1922 is very incouraging. Some customers who have placed orders for delivery next spring are now in urgent need of brushes and, therefore, are asking to have their orders sent on immediately. This, we think, is a very good sign showing not only that stocks are generally ally low but that a demand has started which should develope to large proportions within the next few months. The inquiries and orders received from factories show that manufacturing conditions, generally, are improving and, therefore, we feel sure that the employment situation will show a very great improvement also. We do not anticipate that prices will be any lower in 1922, as many lines of raw materials are stiffening in price and are today higher than they were some months ago and these conditions may be accentuated as the demand becomes heavier."

GLASS OUTLOOK ENCOURAGING

G. C. Book, Sales Manager of the Toronto branch of the Consolidated Plate Glass Co., Ltd., Toronto believes that the New Year holds considerable promise of good business in the glass industry and the company is shaping its policy accordingly. The volume of trade, however, will depend upon construction, which is the big feeder for the glass trade, and in the opinion of Mr. Book, building construction is going to depend largely upon the attitude of the rank and file engaged in it. He has, however, sufficient faith in the sanity and common sense of the workmen to convince him that a sane policy will prevail in labor circles during the present year, which would mean better business all round.

In conversation with Hardware and Accessories Mr. Book stated that the past year had been fairly good in the volume of business it had produced when considered that the trade had been passing through a period of reconstruction in common with other lines of industry. The year had started with a feeling of uncertainty and doubt as to what was going to take place but on the whole it had turned out much more satisfactorily than had been anticipated. His company is looking for a good year in building construction and with stocks in the hands of the hardware firms very low as they are at present it is generally believed that 1922 will yield a good volume of business. It was pointed out that last year dealers were afraid to buy owing to the unsettled condition of the market and the doubt as to where prices were going to land. This condition appears to have passed and the trade is now getting back to normal.

The Consolidated Plate Glass Company, Ltd., have the lowest stocks they have had in the past ten years, but are anticipating fairly liberal supplies from the Libbey Owens Company in Hamilton, which will place the Toronto branch in fairly good shape within the next two or three months. Hardware dealers are in the same position as the jobbers as far as light stocks are concerned, which means that with any kind of a market at all there should be an excellent years business from February on. Speaking of the outlook of the building trade, which has its reflection in the glass industry, Mr. Book pointed out that a few years ago building construction used to be held up about the first of December or earlier, but now the big companies carry on their big construction programs pretty much through the winter months. This applies chiefly to the cities and is carried on to some extent in the smaller towns and this continuous program of building naturally reacts favorably on the glass industry.

DOWNWARD CURVE NOW ARRESTED.

Messrs Samuel & Benjamin, Ltd., iron steel and metals, Toronto, make the following statement: "It is at all times difficult to forecast the future, and never more so than at the present time. Fortunately, in Canada the necessities of life are in great abundance, but there is a hitch in the distribution; broadly speaking, there can be no return to normal trade until there is a stabilization of foreign Exchange. In the meantme it behooves everyone who is in business to endeavor to increase his liquid assets, for it is by this meaans only at the present time that progress can be attained and maintained. It is probable that the downward curve of prices has been arrested, and we are approaching an era of less violent fluctuations.

ACCESSORIES BUYING INCREASES

At the recent gathering of the Automotive Equipment Association in Chicago, 900 manufacturers and distributors from all parts of America attended the exhibition and convention, nearly 100 of these being Canadians, W. L. Moncur, of Cutten & Foster, Toronto, being elected president of the Canadian Auxiliary of the Association, the secretaries being James Hardy & Son, Toronto.

At the Exhibition a year ago buying was at zero point, but jobbers placed orders at this exhibition in excess of the heavy buying of two years ago. Buying was heavy not because it is expected that the automotive retailer will incline to overstock any more, for a considerable time at least, but because reports from all parts of the continent indicate that the automotive retailer's shelves are just about empty of goods.

Naturally the bulk of new equipment for automobiles is introduced at the Chicago show of the Automotive Equipment Association, but a notable decrease in the number of new equipment devices shown was noted this year.

Two lines that are comparatively new were tackled eagerly by a number of manufacturers: automatic windshield cleaners and rear automatic signal lights. The latter device particularly seems to have met with the favor of manufacturers, and there were about a dozen makes of the automatic "stop" light on exhibition. Automatic windshield cleaners were not as numerously represented, but there were perhaps ten makes of them shown, and there were also a few newcomers in the field of the old hand-operated windshield wiper. Some of the automatic cleaners work by suction through a rubber tube from the engine air intake, and others are operated by a small electric motor working off the car battery. In either case the frequency with which the driver's field of vision may be regu- cleaning surface swings across the lated. It is anticipated that both the automatic signal light and the automatic wind-shield cleaner will meet with a good reception in the motoring world, for they constitute really useful equipment which adds to the simplicity and safety of driving.

NEW LIQUID WHITE LEAD

A new product, "Champion Liquid White Lead," is being put on the market by Stewart & Wood, 84 York street, Toronto, who offer sample tins to any dealer on request.

The well-known preference for white lead and oil by master painters and others is met by the new product, a lead having been found of the qualities necessary to allow it to be held in suspension in oil and turpentine for months, besides being more thoroughly mixed than when done by hand.

A full description is given in Stewart & Wood's announcement in this issue, and the merit of the product will undoubtedly be tested by numerous retailers who obtain the samples offered for dealers' inspection.

THE PRICING OF THIS YEAR'S INVENTORY

Market value of most commodities lower than actual cost—Inventory should be taken at market

By EDWARD N. HURLEY in National Hardware Bulletin

THE proper methods for pricing inventories is a subject which has been more or less open to minor discussions but during the last several years the question has become one of considerable importance, due entirely of course, to the widely varying market prices of commodities.

The old established and usually accepted rule has been to price an inventory at either actual cost or market values at the date of inventory, *whichever may be lower.*

Prior to 1917 this rule, if followed when closing the books of a company, would cause the financial statements to reflect the profits or losses of an organization and also show a financial condition at the close of a financial year in a manner which would be about as accurate as such statements could possibly be made.

EFFECT OF ADVANCING MARKETS

However, as the rapidly increasing costs of materials purchased subsequent to 1917 had a very material effect on both the profit and loss account and the balance sheet, depending entirely as to whether the company decided to price its inventory at cost or at market value.

If cost price were used the profit and loss account would show more accurately from an actual trading standpoint, but, on the other hand, the balance sheet would not indicate the showing of the company in as favorable a light as if the inventory had been priced at market value.

At the close of the year 1921, however, we find an entirely different condition than that existing during the period of rising prices. The market value of most commodities at the present time will be considerably lower than the actual cost has been to the purchaser.

This fact, however, does not change the principle that an inventory should be priced and carried on the books at cost or market, whichever may be lower.

However, in determining the profits for the year 1921 and preparing the balance sheet as at December 31, 1921, it is my opinion that the inventory should *firstly be priced at actual cost* from which amount the profits of the business *from an actual trading standpoint* could be ascertained.

The inventory should then be re-priced at market and the difference between the two inventory amounts written off to a special "Inventory Adjustment Account" which should be considered as a special deduction from income, or in other words a deduction from the actual trade profits as ascertained by pricing the inventory at cost.

You will note that after writing off the difference between the two inventory amounts, that your merchandise on hand will appear in your books at market price.

REASONS FOR PRICING AT MARKET

In preparing the balance sheet, the item appearing as merchandise on hand should be very clearly stated *as being priced at market of December* 31. The inclusion of this statement or comment will have a very material effect on those to whom you present your financial statements and will indicate a very conservative statement of your financial condition at the beginning of the year 1922.

There are two important reasons for carrying the inventory at the close of the present season at market, even though the actual cost is higher. Firstly, you will be in a position for the coming year to meet competitors, who may be buying their materials in December, on an equal basis, and, secondly, you will be in a position to include the loss between the cost and market price of your inventory as a deduction from income when preparing your income tax returns for the year 1921.

Answering the question as to the pricing of such goods as paints, where there may be several cost prices on cans containing the same color or quality, I have found that, as is usual in cost account problems, there are several ways in which the inventory could be priced on a line such as paints and nails.

If a stock record was kept of such individual items that you handled, the oldest purchase should always be considered as the first to be sold. It follows, therefore, that the last purchase you made should be considered as being on hand at the time of taking inventory and the goods should be priced accordingly.

A SIMPLE COST MARK

A southern store uses an extremely simple one, and yet it has not been figured out in some time, perhaps because of its simplicity.

The price is simply written backwards, and then another figure added in front to "make it harder to guess."

For example, if an article cost $31.50, the cost mark simply be written backwards, 0513 then any figure, say 6, added in front of that making it 60513.

Of course when this known, it appears as if most any one could figure it out, but the store where it is used has had unusually good success with it, and is willing to pass it along for the benefit of any other merchants who may be looking for something of this kind .

CUSTOMERS PAY YOUR SALARY

You who are selling, day after day, direct to the public —do you really know who your employer is?

You thing you're working for the people who own the store you're selling in. But you're not!

Your real employer is the customer who daily enters the store, comes up to your counter and buys the goods you have to sell.

Yes, and your boss is working for the customer, too, just as much as you are. In fact, everybody in the store —boss, superintendents, managers, clerks, cashiers, and wrappers—are all working together—in the service of the customer.

ACCESSORIES CAN BE SOLD DURING WINTER

Rough Roads and Bad Weather Create a Demand for Auto Accessories — Many Tools Required in Overhauling Cars Laid Up for the Winter

Too many hardware and garage dealers selling accessories have in the past felt that the touring season is over when the first snow flies and removes their tire and accessory displays from their windows, and forget all about them until the birds begin to fly northward again.

Pleasure driving does not cease with the first cold snap, and commercial vehicles are on the road in all kinds of weather. Even admitting that a good many cars may be laid up for the winter, it does not follow that their owners forget them. Do you know any automobile owner who does not spend many hours from November until April in tinkering with his car? This being the case, why is it that the average dealer does not feature accessories calculated to arouse the interest of the motorist?

Windows should display tires and tubes, spotlights, electric "stop" signals, motometers, engine hood covers, motor heaters, chains to prevent the car from skidding, extra springs to replace those broken in bouncing over the ruts, rubber mats to keep the feet from slipping when entering the car. All these and more are to be found in this window, and they all suggest themselves to the uses of the winter drivers.

Even if the car has been stored away in the garage until spring, there are many articles the dealer can sell that can be used in overhauling it. You can't remove a wheel unless it is off the ground, and in order to raise the car you must use a jack. You can't overhaul your motor with your bare fingers, but must use tools, each one of which is adapted to a certain use. If you want to polish the car you will have to use polish of some kind. A car can burn as easily in a garage as upon the road, and it is always a good thing to have a fire extinguisher at hand.

SALESMEN HELPING DEALERS

Accessory salesmen are setting an example to travelers in other lines of goods by realizing that it is part of their job to see that goods are "moved" as well as "sold."

Over in St. Catherines a salesman found a dealer who had on his shelves a stock of Ford engine hood covers bought three or four years' ago and waiting for buyers to ask for them. "Get the covers down, dust them and put one in that window near the gasoline pump," said the salesman. The dealer did so and two had been sold before the salesman left town, as a result of suggestions given to Ford owners who drove up for gas and had their attention drawn to the need of engine covers and the ones displayed for sale in the window.

ADVERTISE SEASONABLE ACCESSORIES

Traffic signals are fast sellers just now and a cut with some wording like that below should help sell a few:

> Those rear end collisions are entirely preventable. All you need is an efficient signal that works automatically, warning equally well day or night. Are visible for long distance. Why not protect your car and also give the fellow behind a chance? Signals complete, $5.50.

ADVOCATES EXTRA TIRE

William Felderman, 647 Yonge Street, Toronto, advocates the carrying of an extra tire, and in a window display showed a convincing representation of a limousine. This model was constructed entirely out of cardboard, but was provided with real headlights, which were illuminated all the time. At the side of the car were the two passengers, a man and a woman, both with dejected expressions on their faces, and looking at the tire that had failed them many miles from nowhere. The scenic background was that of a deserted country road. One side of the window was devoted to the small model of a pillared billboard, which bore the following inscription:

Motto: "Always Carry a Spare Tire."

Another effective display of William Felderman's also singled out motor car tires for special attention. The main exhibit comprised two tire car wheels, with tires attached, fastened together with a cross piece. The whole was surmounted with the cutout of a man in a contented mood. Down in front a card announced that:

> "The Optimist—rides to Success on Blank Tires."

Another card at the opposite side depicted a miserable looking man, backed up by the following sentence:

> "The Pessimist—rides to ruin on his own thots."

SOLD TWELVE MOTOMETERS

The Premier Motor Sales, Toronto, featured a display of motometers in their window just before Christmas, drawing attention to their usefulness and their suitability as holiday gifts, a dozen being sold as a result of the display.

An Eastern Ontario accessory dealer also moved a number of motometers by having one handy to show to motorists when they drove up for a supply of gas. The value of the equipment was emphasized to the motorist and in addition to making some sales several owners promised to return to buy repairs for broken curtains, lenses for headlights,

Not a Dollar Day But a Dollar Month

See What You Can Buy At The Sherman Co., For $1.00 During the Month of November

With the following assortments you can make your home look like a new place in one evening—make the old stove and dingy pipe look like new—enamel the bedstead and kitchen table white—touch up the picture frames—give a lasting silver finish to fixtures, water boiler, pipes, etc.—refinish an old chair or two, and touch up the flower pots, flower boxes, cupboards, etc. Next morning the children will think a fairy has been in your home.

Assortment No. 1	Assortment No. 2	Assortment No. 3
1 can Enamel Undercoat	1 can Aluminum or Bronzez Paint	1 pint can Linoleum Varnish
1 can White Enamel	1 can Stove Pipe Enamel	1 can Wall Paper Cleaner
1 Sheet Sand Paper	1 can Varnish Stain	1 pkg None-Such Cleaner—
1 Brush—	1 Brush—all for....$1.00	All for $1.00
All for..... ..$1.00		

Monarch 100 per cent. Pure House Paint, per quart.....$1.00
Senour's 100 per cent. Pure Floor Paint, per quart.....$1.00
One 3 or 3½-in. Rubber Set Brush.$1.00
New Tone Flat Wall Finish, per quart $1.00
Granite Floor Varnish, per quart..$1.00
Elastic Interior Finish, per quart.$1.00

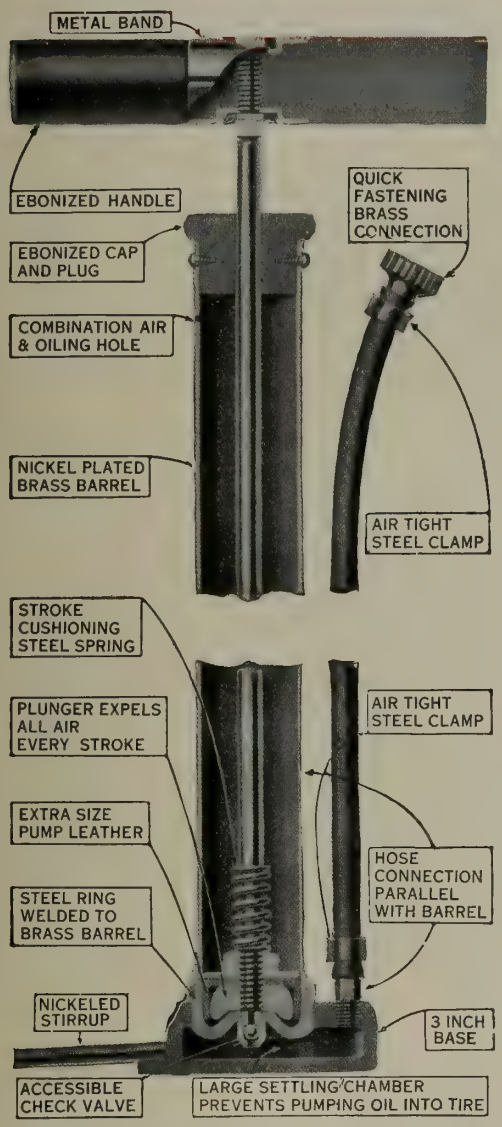
ATTENTION! MR. CAR OWNER

Assortment No. 4		
1 can Johnson's Auto Wax	One can Johnson's Anti-Freeze, regular price $1.50, this month $1.00	1 can Auto Enamel any color
1 can Johnson's Carbon Remover, or		1 package Lock-Tite Tire Patch
1 can Johnson's Radiator Cement—	One gallon Alcohol..$1.00	1 Brush—
All for.....$1.00		All for.. .... ..$1.00

THE SHERMAN COMPANY

The 100% Pure Paint Store

Coleman Quick-Fill



Nickel Plated Brass Barrel

Length 25 in. over all
Hose 28 in. long
Shipping weight 3½ lbs. 1 in carton

TIRE PUMP

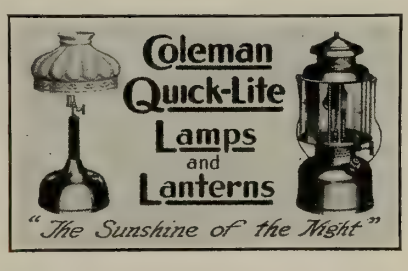
MADE IN CANADA

"More Air With Less Strokes"

No air kick back
No oil in your tires
No waste of compression
No screw cap to come loose
No more backaches
No more soft tires
This Pump can't rust out

"A Canadian made pump that's right." We guarantee them to give satisfaction.

Coleman Quick-Fill Tire Pumps are sold only through jobbers

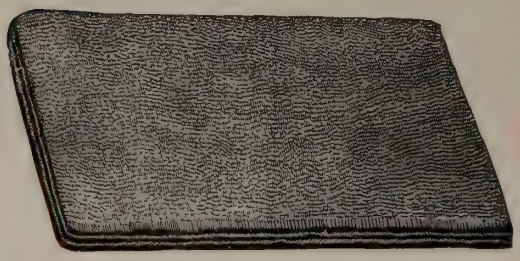


YOUR JOBBER HAS IT

The Coleman Lamp Company Limited

Largest Manufacturers of Gasoline Lamps, Lanterns and Lighting Plants in the World

Queen Street E. and Davies Ave. Toronto, Ontario



Meakins' Cocoa Door Mats

A Seasonable and Popular Line



A Useful Sales Helper

This attractive counter display, of Meakins Special Household Assortment of Paint and Varnish Brushes, is illustrated here just to remind you of the definite, practical helps the Meakins organization offers its customers.

We have assortments of Cream Separator Brushes, Specially Boxed Varnish Brushes and Display Cards mounted with flat Varnish Brushes.

Ask about these little "sales-boosters."

MEAKINS & SONS

LIMITED

HAMILTON, ONTARIO

WAREHOUSES:

Winnipeg **London** **Toronto** **Montreal** **Vancouver**

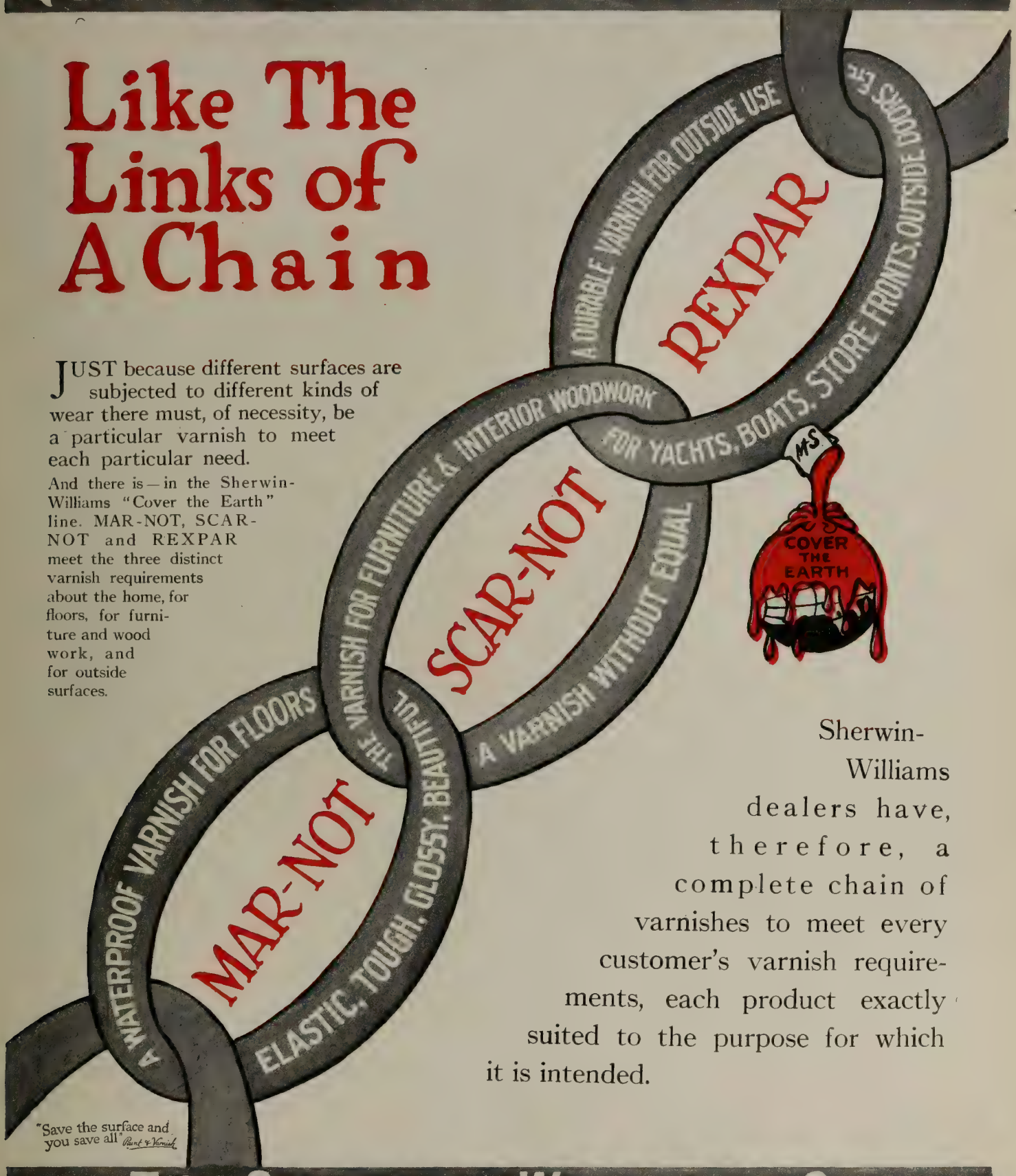
PILKINGTON BROS., CALGARY, ALTA.

QUALITY · PROTECTION · DURABILITY

Like The Links of A Chain

JUST because different surfaces are subjected to different kinds of wear there must, of necessity, be a particular varnish to meet each particular need.

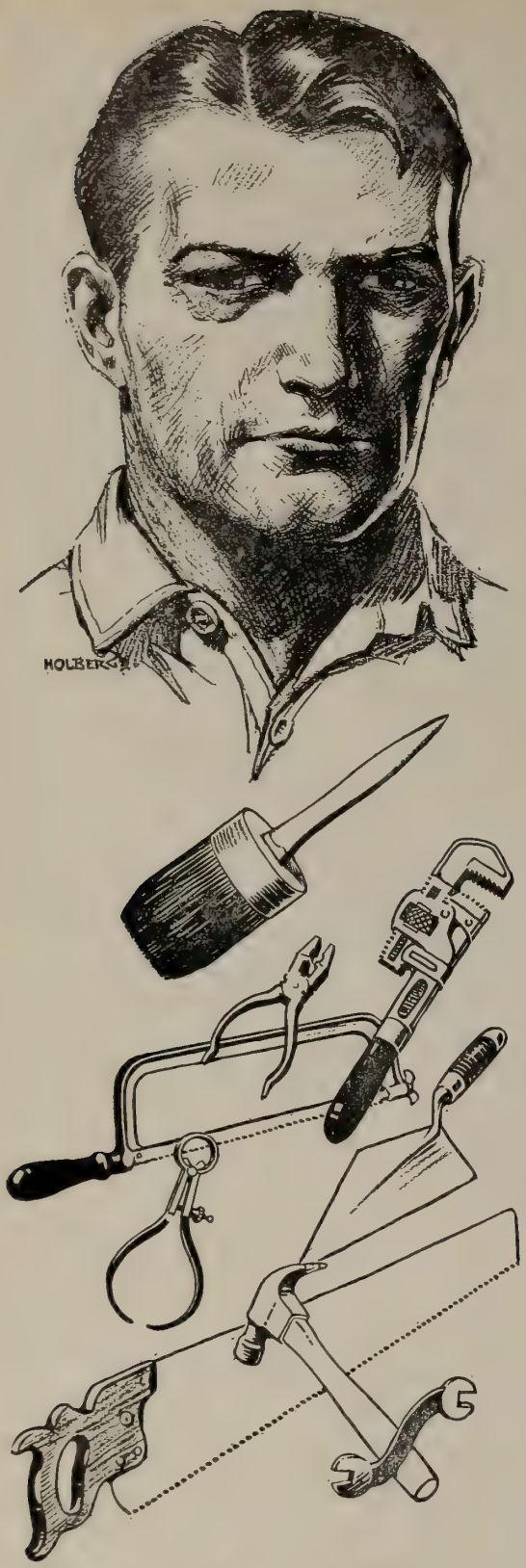
And there is—in the Sherwin-Williams "Cover the Earth" line. MAR-NOT, SCAR-NOT and REXPAR meet the three distinct varnish requirements about the home, for floors, for furniture and wood work, and for outside surfaces.



Sherwin-Williams dealers have, therefore, a complete chain of varnishes to meet every customer's varnish requirements, each product exactly suited to the purpose for which it is intended.

"Save the surface and you save all" Paint & Varnish

THE SHERWIN-WILLIAMS CO.
of Canada, Limited
MONTREAL, TORONTO, WINNIPEG, CALGARY, VANCOUVER, HALIFAX, N.S., LONDON, ENG.



Keep these Busy and we'll All Prosper

DISPLAY THIS PAGE

in your store window to help relieve unemployment

Can You give him work?

4 million like him need work now

YOU owe it to the man without a job to find one for him, if you have work that needs to be done.

You owe it to the man without a job, to buy—and buy now—materials that his labor can supply, if you or your business have good use for these materials.

Every extra day's work you cause to be done *now* takes men off the streets.

Every dollar you use *now* for worthwhile purposes puts money into circulation.

Every dollar you put into circulation employs men—checks business depression — hastens business prosperity.

Relieve Unemployment by Maintaining Your Property

Mr. Herbert Hoover, Secretary of Commerce and Chairman of the President's Conference on Unemployment, has rendered a report giving the recommendations of the conference. Please read the sixth clause of that report:

Private houses, hotels, offices, etc., can contribute to the situation by making repairs and alterations and doing cleaning during the winter instead of waiting until spring, when employment will be more plentiful.

The eleventh clause, which deals with the construction industry, contains this:

Considering all branches of the construction industry, more than 2,000,000 people could be employed if construction were resumed.

The findings of the conference showed clearly that acute unemployment can be promptly relieved, *if the public will act.*

Property maintenance presents a large field where *action* will benefit equally both the owners and the unemployed.

You have an interest in or own some kind of property—your home, an automobile, a factory or store—perhaps a railroad.

Neglect of your property means direct loss to you and economic loss to the whole country.

A firmly established principle that applies to the maintenance of practically every kind of property is *surface protection* by means of paint or varnish.

Paint and Varnish NOW!

Winter is as good a time as any for all kinds of interior painting and varnishing.

Don't wait till spring to have it done. Painting and varnishing done now will relieve unemployment, when relief is most needed, and will save the surface of valuable property.

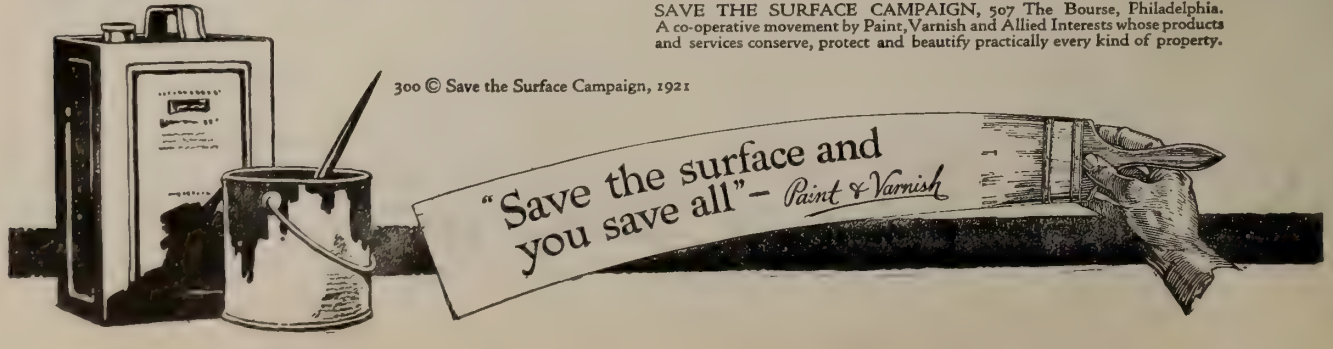
The paint brush is our greatest weapon against property deterioration and its by-products—dirt, disease, ugliness, depression.

The painter's brush spreads more than paint and varnish. With every stroke it spreads economic maintenance, cleanliness, health, beauty, cheer—the ingredients of prosperity. Put the paint brush to work *now*—this winter—and you will share in a public service to meet the national emergency of unemployment.

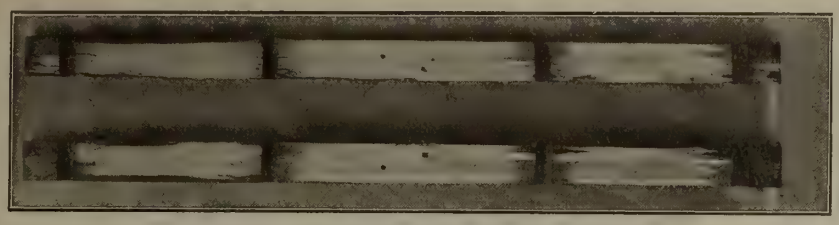
* * *

TODAY it costs less to paint than it did. The cost of materials has led in the downward economic trend of manufactured products. But no matter what it costs, the fact remains that it always costs more not to paint than to paint. Rust and rot go on till you check them. The logical time to paint and varnish is NOW.

SAVE THE SURFACE CAMPAIGN, 507 The Bourse, Philadelphia.
A co-operative movement by Paint, Varnish and Allied Interests whose products and services conserve, protect and beautify practically every kind of property.



300 © Save the Surface Campaign, 1921



Telephone Crossarm Treated with Solignum. Dipped and Sawn in half after three days
Note Penetration at points where needed.

Solignum

WOOD PRESERVATIVE & STAIN

Proprietors—
MAJOR & Co.,
Hull, England

Solignum is supplied in—Browns, Reds, Greens and Greys—in one, five and forty gallon packagss.

Write for Agency Plan

Solignum is recommended for: all EXTERIOR WOODWORK such as SHINGLES, half timber work, timbers set in concrete, bridge timbers, telegraph poles, scows, tables, fences, posts, pig pens, ties, etc.

Solignum Interior Stain is a new line and splendid seller also.

STURGEONS, LIMITED, 66 Richmond St. East, Toronto

KEYSTONE STEEL MATS and MATTING

The Leading Steel Mat Made

ORDER NOW FOR SPRING DELIVERY

FLEXIBLE
DURABLE
REVERSIBLE
Continuous Crimp



MADE OF GALVANIZED RIBBON STEEL
No Short Pieces

Matting made in 100 foot rolls, all widths, from which Mats any length, can be made

THE IDEAL DOOR MAT, of rigid construction, made in three sizes 16 x 24, 18 x 30, and 22 x 33 inches, is the lowest priced Wire Mat made.

Ask us for information

PORT HOPE MAT & MFG. CO., PORT HOPE, ONT.

BOECKH'S BRUSH NEWS

Seven Brushes for A Young Man's Kit

The following is an extract from an article by the Rev. Byron Stauffer:

A young fellow from Orillia asks me for advice on what he calls "minor matters" pertaining to success in the big city.

'You may cut out the usual ministerial dope about purity, sobriety and honesty," he writes, "for with the young man of the gospels I can say, 'All these things have I kept from my youth up.' What I want is to save valuable time by securing a few tips on catching the eye of some big man of the business world and thus get into the game quick.

Here goes then.

I earnestly advise the immediate purchase of seven brushes: Tooth Brush, Shaving Brush, Shoe Brush, Hair Brush, Clothes Brush, Flesh Brush and Hand Brush. By the faithful use of these seven tools, I would keep neat.

I would shave every morning without skipping even once a year. Don't make the excuse that you have an exceptionally tender face. Keep your razor sharp, rub in the lather well, steam the face with a hot towel and shave once over. But don't you ever go downtown with your chin looking like the autumn stubble fields of your native county of Simcoe.

Go and have your nails manicured just once. Watch the procedure carefully; then buy a manicure outfit and go to it.
It does not cost much to keep neat after these few initial expenditures and the first effort of establishing the habit.

Cause Miss Nimble-Fingers of your office staff to remark that the Orillia chap always looks as if he had just emerged from a band box.

Young fellow from Orillia. I salute you! From your very questions, I know you'll do."



The above will call to your mind the many possibilities that are right in your midst for the sale of Brushes.

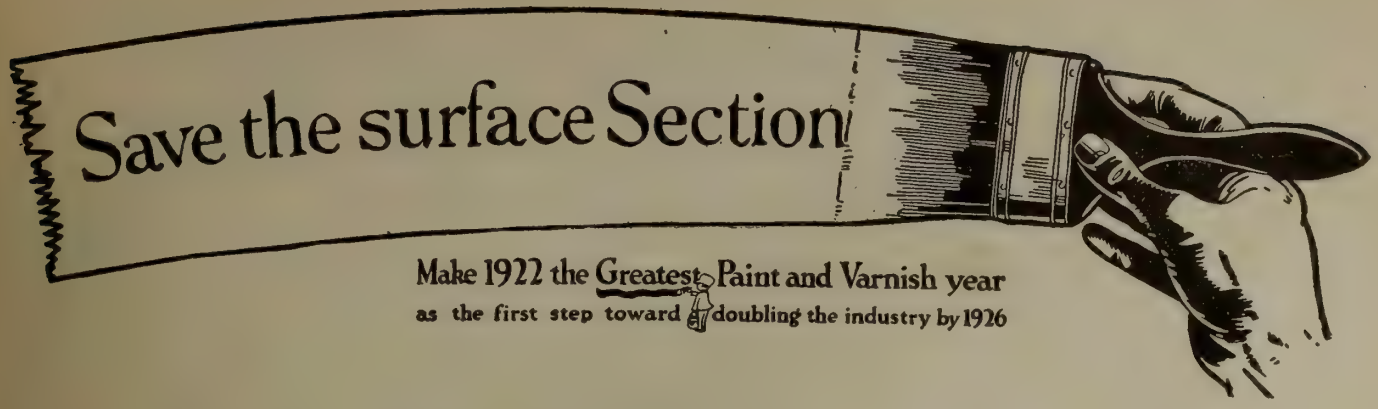
Seven Brushes for the young man means an equal number for every member of the family, with the necessary house-cleaning and Paint Brushes added. This opportunity for increased business is right at your door all the year round—as Mr. Stauffer says; "GO TO IT."

The Boeckh Company, Ltd.

TORONTO *Established 1856* **CANADA**

Distributors

Montreal—The H.E. Smith Sales Co., 130 Craig Street, West
Winnipeg—Mr. J. B. Buckham, 664 Broadway
Vancouver and Victoria—The T.S. Griffiths Co., 1080 Hamilton St., Vancouver B. C.



Feature Brushes With Paint Displays

Women's pride in having an attractive home can be catered to by live hardwaremen who carry a well assorted stock of brushes

The demand for brushes in the hardware store comes from the mechanic or factory worker, and from the housewife, though often it is not possible to make even this division. The automobile, for example, calls for both types.

There is a steady and profitable demand for brushes which are used in cleaning machines, arms and various mechanical appliances. The workman is a good customer for whatever he buys. The right brush for his purpose will go far toward establishing the valuable trade of the better class of workman. Brushes for garage and car are a profitable line, both the specials and the ordinary lines.

A little item in this connection, but one which "takes" well, is the display of small brushes for the hands set forth beside a good cleaning compound.

The real stronghold of special designs in brushes is the home, writes Edith Hollick Oliver, for with the development of mechanical household time and labor-saving appliances has come the awakening and development of a more intelligent use both of working hours and leisure. The woman who had to grub among the ashes and break her back over the washtub hadn't the ambition left to keep either herself or her house above cleanliness. The woman who cooks in the modern way and washes by pressing an electric button begins where the other left off, and adds to cleanliness the demand for the refinements and beauties of life, and in the attainment of them the special brush plays an important part.

The idea of painting inside the house is fascinating to every woman, and a good display of paint, varnish, or even whitewash brushes brings up visions of all sorts of possible changes and improvements that few can resist. Mere man, perhaps, cannot understand this, but many a dealer has grasped it and reaped dollars therefrom.

It is always advisable to have the brush display side by side with that of paints, etc., when the housewife is to be considered, and also whenever possible to have a varied selection of color and finish cards in plain sight, because the woman, for example, who comes in for a small can of paint to renew the worn place on the bathroom door, will immediately see visions of rejuvenated chairs and if she buys some, the proper brush will follow as a matter of course. A regular House that Jack Built of paints and varnishes and their proper brushes often grows out of a very small beginning.

It is an excellent thing to have a piece of furniture half painted with enamel and with the fashionable stencil or hand work also displayed as a finish. Both paint and fine finish lines call for their special brushes if the sale is to be lasting and satisfactory.



An Attractive Display of Brushes in The Paint Department

PAINT AS A PROTECTOR

William Jevons, a hardware dealer in Wakefield, Kansas, recently sent out a letter to his customers and prospective customers which talked about paint, but did it in such an unusual and out-of-the-ordinary way that he secured the attention of those to whom the circular was sent, and was able to trace many sales to the letter.

Jevons began his letter by warning people of the many bank robberies which were constantly occurring from time to time. He then went on as follows:

"Chicago banks announce that they will build underground tunnels to secure safe connection with the Federal Reserve Bank. This is necessary to keep bandits from holding up bank messengers on the streets. We say, 'At what an expense is this protection secured!'

"Stop! Mr. Property Owner, aren't you being robbed every day yourself? Look at your buildings. Hasn't the weather cracked and beaten them until they are rapidly decaying? Or are you one of those who has accepted the slogan, 'Save the Surface and You Save All?'

"Fifteen dollars will buy enough paint and oil for the average house. So why allow the elements to pick your pockets continually?

"It is not necessary for you to dig a tunnel or use a gun for protection of your property. A little paint and oil properly applied will keep the elements from robbing you, and make the buildings warmer as well as helping their appearance tremendously. Remember we have plenty of paint, any color, for inside or outside use, and will be glad to help you select just the right paint that will be pleasing and give lasting satisfaction."

New Hardware and Accessory Lines

A Monthly Department in Which Manufacturers are Given an Opportunity to Describe New Products Offered to Canadian Dealers

NEW LUFKIN LINE

The Lufkin Rule Co. of Canada, Ltd., Windsor, is introducing an improved try and mitre square marked both sides 8ths and 16ths, with figures and lines clear and distinct, and fitted with a moveable head which can be securely clamped at any point.

The makers state it is a high-grade tool in every respect, being known as Lufkin "Universal" No. 65, and made in two lengths—9 and 12 inch blade. As the blade is adjustable in length, it can also be used as a marking gauge, for measuring mortises; with head set at extreme end, as a height gauge for woodworkers, or with blade removed as a separate rule.

BURCHALL MAKING CHAINS

J. Burchall, formerly superintendent McKinnon Columbus Chain Company and McKinnon Industries, Limited, has formed a new company known as the United Chain & Manufacturing Company at 114 Queenston St., St. Catharines, Ont

The company is manufacturing a number of automobile parts, but specializes in "Neverslip" Tire Chains. The "Neverslip" is put on unit by unit, fastening to patent "T" bolts which are supplied to take the place of the ordinary rim bolts on the rear wheels of a car. These bolts when installed are permanent equipment. "Neverslip" chains, it is claimed, can be put on in a snow bank or mud hole as easily as in a garage, and have no loose ends to rattle on mud guards or pavement.

TIFFANY PARKING LAMP

Every driver fully realizes the danger to his own and passing cars when he parks his car without a light burning, and yet he continues to do it, risking a serious accident or a police summons rather than wear down the battery which has so many services to perform.

The Tiffany Mfg. Co., 50 Spring St., Newark, N.J., are marketing a small and neat Parking Lamp at a very popular price. Instead of using two headlights, a taillight and a dashlight, representing twenty candlepower, the Parking Lamp uses a two candlepower bulb only. The lamp fits flush with the fender and has the appearance of being "built into" the car. It is not an accessory, but a part of the car.

An especially attractive feature in the lamp is the very simple operation necessary to replace burned out bulbs. Istead of removing the two small lenses and placing the bulb through the small opening in the usual manner, bulbs are quickly and easily replaced in the Tiffany Lamp by merely snapping off the cover which leaves the lamp socket fully exposed.

NEW LUGGAGE CARRIER

Richardson & Bureau, 55 St. Francois Xavier St., Montreal, Quebec, are placing on the market an adjustable running board luggage carrier.

NEW PIPE WRENCH

The Superior Wrench & Tool Co., Widmer and Adelaide Sts., Toronto, Ont., are now manufacturing "Lightning Adjustment Pipe Wrenches" in five sizes, ranging from 8 to 24 inches.

NEW CANUCK WRENCH

The Canuck Tool Co., 1103 Temple Building, Toronto, is manufacturing the Canuck wrench, which they claim is "seven wrenches in one," because they lock almost instantly into any desired position.

NEWELL HACK SAW FRAME

The Newell Manufacturing Co., Prescott, Ont., are now manufacturing hack saw frames, a line formerly made by the National Machinery & Supply Co., Hamilton. They also manufacture curtain rots, bathroom fixtures and sundry supplies. A complete line of frames will be made from extra heavy cold rolled steel being heavily nickel-plated, and adjustable from 8 to 12 inches. Any size saw can be used, the blades being set by means of the screw in the handle.

BRUSH MANUFACTURER HONORED

E. C. Boeckh, president of the Boeckh Co., Ltd., Toronto, was before Christmas presented with an illuminated address by his company's employees, as a token of their appreciation of the interest Mr. Boeckh has always manifested in their welfare, an illustration of which was the recent distribution to them of disability and life insurance policies.

Mr. Boeckh, speaking a few words in reply, alluded feelingly to the friendly relations which existed between the executives and the staff in all departments and expressed the hope that such good relations would long continue, as he felt that the best interest of all were conserved by good-will and hearty co-operation.

BROCKVILLE GETS STOVE PLANT

The Beeby Range Company, Ltd., has leased a portion of the plant of Machinery & Foundries, Ltd., at Brockville, and proposes to manufacture cooking appliances. The company recently received a Dominion charter to carry on business with a capital of $500,000, the active head being John H. Beeby, stove manufacturer and efficiency engineer, Ottawa.

SITCO RATCHET WRENCH

The Simplex Iron & Tool Co., Ltd., 216 Adelaide St. West, Toronto, are introducing a ratchet wrench which can be adjusted to almost any angle. This ratchet wrench called the "Sitco," is claimed to be a necessity in automobile kits, mechanic's tool chests, or for workshop use.

NEW DOWSWELL CATALOGUE

Dowswell-Lees & Co., Ltd., Hamilton, have issued Catalogue No. 10, describing their line of washing machines, wringers, etc., illustrated in colors.

TO MANUFACTURE POULTRY SUPPLIES

The businesses of the Collins Manufacturing Company, Toronto, and the Never-Fail Products, Limited, Hamilton, have been combined, the new organization to be known as Collins Never-Fail Products, Limited. They will occupy a modern factory at 1322 Burlington Street East, Hamilton, C. W. Collins being president and general manager.

The new company will develop to a much greater degree the line of metal poultry supplies and fittings heretofore made by the Collins Manufacturing Company. The line of sprayers and force pumps which have attained widespread popularity will be continued, as well as other novelties made at present and in prospect. Ample factory space is now available to make the poultry supplies of sheet metal which come in such a variety of patterns and styles that a large space is necessary to manufacture them in quantity.

The Collins Manufacturing Company, Symington Avenue, Toronto, was established in 1891 by the late G. M. Collins and has been carried on by C. W. Collins and G. S. Collins. The operations were somewhat impeded by the war activities of the two partners, but since the return of peace the business has grown to such an extent that the factory on Symington Avenue was not large enough for the increased operations. The Collins Metal Hen, an incubator and brooder combined, has been selling remarkably well. Part of this business has been for export. The company is now busy on a large order for English use.

The Never-Fail Products, Limited, have for the last three years made and sold the "Never-Fail" five-gallon oil and gasoline cans originally made by the J. A. Harps Company of Greenfield, Ohio. Never-Fail Products, Limited, obtained the Canadian rights for their manufacture and thousands of Never-Fail cans have been sold in Canada.

The Collins Never-Fail Products, Limited, will supply many lines of goods which have heretofore been imported from the United States and the establishment of the new company therefore means a distinct addition to Canada's manufacturers.

The trade will receive the full benefit of the reduced prices coming into effect for galvanized sheets and other materials used in manufacturing. The new company has no excess stocks of supplies or of manufactured articles. They are therefore able to quote low prices and to make prompt shipments from their Hamilton headquarters.



Registered

Floglaze

The Finish That Endures

"For Exterior Surfaces"



(The can with the black and blue label)

An improvement on anything in the line of oil paint for exterior work.

Gives a better and higher gloss.

Brushes, spreads and flows better than anything yet produced for outside finishing.

Dries harder, wears longer, and gives better protection.

A strictly high class line for trade that requires something unusual, both in appearance and lasting qualities.

The Seven

Registered

Floglaze

lines are

Home and Farm Finishes
Auto Finishes
Art Shades
Velvet Finishes
Porch and Veranda Floors
Lac Shades
Exterior Finishes

Our dealer's booklet "A Guide to large Profits" gives detailed description of Floglaze "Exterior Surfaces" and six other Floglaze lines. Write for a copy.

"Make 1922 Your Greatest Paint and Varnish Year"

THE IMPERIAL VARNISH & COLOR CO. LIMITED

HEAD OFFICE **TORONTO** CANADA

MONTREAL **WINNIPEG** **VANCOUVER**

Distributors for British Columbia:
The Callander Shore Co., Limited
155 Pender St. West
Vancouver

Sole Distributors for Manitoba, Saskatchewan and Alberta
MILLER-MORSE HARDWARE CO. LIMITED
"THE BIG WINNIPEG HOUSE"

Eastern Distributors
PAINT & VARNISH LIMITED
MONTREAL
243 Beaver Hall Hill

Trade News From Coast To Coast

A Monthly Summary of News Among Dealers, Jobbers, Manufacturers and Allied Interests

BRITISH COLUMBIA

Nanaimo—A. Sampson, of Sampson Hardware, dead.

Vernon—Okanagan Hardware, Ltd., has been incorporated with $30,000 capital.

Vancouver—The Canadian Oil Burners, Ltd., has been incorporated with $50,000 capital to manufacture oil burners for stoves, etc.

Vancouver—Rowlands Hardware & Paint Co. succeeds Vancouver Paint & Hardware Co

Vancouver—The Pacific Wire & Supply Co. has been formed by A. D'Arcy, McBride and W. Hunter.

ALBERTA

Alliance — J. Nelson opened new store.

Bellevue—C. Emmerson establishing hardware business.

Calgary—Thos. Davidson Mfg. Co. opening branch.

Bentley—Thompson & Bratke opening plumbing and tin shop.

Drumheller—Wyman & Small opening hardware store.

Radisson—Assmus & Powrie, hardware merchants, have sold their garage business.

Galahad—J. Ledingham entering hardware business.

High River—V. Maurice & Co. opening hardware store.

Killam—G. E. Labrash opened new store.

Strome—R. S. Woodruff, hardware, moving from Chinook, Alta.

MANITOBA

Bruxelles — Adams & Schumaker opening garage.

Winnipeg—Meakins & Sons are now located in the Galt Building, corner Princess and Banntyne Ave.

Roblin—Swain & Roe opening hardware store.

Winnipeg — Quality Tool Works, Montreal, have appointed S. H. Whyte Mfg. Co., Winnipeg, as their Western agents.

Winnipeg—C. C. Craig Company have moved to new premises in the Stobart Building, 281 McDermot Ave.

SASKATCHEWAN

Elbow—L. P. Woodham discontinued hardware business.

Elrose—Tackaberry & Norris hardware store burned.

Milestone—A. J. Sankey opening garage.

Odessa—W. A. Caswell & Co., Ltd., selling out.

Southey—Central Hardware & Motor Co. have taken over a garage business.

Harris—Jefferson & Wilson suffered fire loss.

Regina—T. W. Peart, Ltd., incorporated.

Vanscoy—R. Williams selling out.

Vanguard—J. A. Stewart sold to W. W. Cooper, Ltd., of Swift Current.

ONTARIO

Deseronto—The E. B. Eddy Co., Ltd., have taken over the Dominion Match Co.

Brantford—Karl Bornhold succeeds George R. Bucher, hardware.

Galt—Osborne Hardware Co. have enlarged premises.

Grimsby—William A. Davies, president of the Acme White Lead & Color Works, died.

Hamilton—Cyclone Wire Fence Co., Waukegon, Ill., announce that they will postpone establishing their Canadian plant here for a year.

London—J. Frank White, London Rolling Mills Co., elected M.P. for London.

Aylmer—The Aylmer Pump & Scale Co. has been taken over by W. H. Heard of the Spramotor Co., London.

Oshawa—Ontario Potteries Co., Ltd., are establishing a $300,000 plant here to manufacture tableware.

Ottawa—A. W. Gayler opening hardware store.

Toronto—Samuel & Benjamin, Ltd., have been incorporated with $2,000,000 capital to succeed M. & L. Samuel, Benjamin & Co., metal merchants.

Toronto—T. W. Rogers has been appointed Toronto and Western Ontario representative of the James Smart plant of the Canada Foundries & Forgings Co., Ltd., Brockville.

Toronto—E. B. Ryckman, Dunlop Tire & Rubber Co., elected M.P. for East Toronto.

Toronto—Waller Bros. beginning hardware store at 1293 St. Clair Ave.

Toronto—Thomas Craik Irving, vice-president of the Independent Cordage Co., died.

St. Catharines—J. D. Chaplin, Welland Vale Mfg. Co., elected M.P. for Lincoln.

Watford—W. L. McCrae & Co. succeeds Thos. Dodds & Son, hardware.

Wingham—J. J. Cunningham, president Western Foundry Co., died.

QUEBEC

Drummondville—N. Pelletier & Fils building new store and apartment

Montreal—H. M. Bolger, sales manager of the Montreal Branch of the McClary Mfg. Co., died.

Montreal—Col. Robert Starke, of Starke, Seybold & Co., was elected president of the Montreal Metal and Hardware Association.

Montreal—Fire destroyed the factory of the Montreal Hardware Mfg. Co., Hochelaga. The damage exceeds $50,000, covered by insurance.

Montreal—Adcock & Co. succeed Adcock & Brewer, manufacturers' agents.

Montreal — Canadian Wire Bound Boxes, Ltd., Toronto, have established a branch factory at 17 Mill St., Montreal.

Montreal—H. J. McAdie has resigned as sales manager for A. Ramsay & Son, paint manufacturers, and will act as manufacturers' representative for paint products, etc.

TOM WRIGHT'S NEW LINES

Tom Wright, for many years Toronto salesman for H. S Howland Sons & Co., later a retail hardware dealer in Toronto, and for the past year Ontario representative for Canada Foundries & Forgings, Ltd., Welland and Brockville, has begun 1922 by establishing himself as a manufacturers' agency.

Mr. Wright will represent the Rae Machine & Tool Works, Hamilton, who have taken over the manufacture of the National Machinery & Supply Co.'s planes and vises, and in addition to "National" planes and vises, have an extensive line of pipe vises, etc.

Other lines to be represented include the products of Machinery & Tool Co., Ltd., Brockville; the Canadian Tool Co., Bridgeburg, and W. H. Dunne Skates, Toronto.

ESTABLISHING GERMAN FACTORY

The Yale & Towne Manufacturing Company, which has a Canadian factory at St. Catharines, has announced its decision to manufacture in Germany. Hitherto the company's export business was handled from the American factory. The Canadian plant got a share of the British business during the period when import restrictions were applied affecting products made outside the Empire. In making the decision to produce in Germany, the lock company is influenced by the lower cost of manufacturing there. Otherwise it faced exclusion from export markets gained at some cost, which, if once lost, could not be regained readily.

BOECKH COMPANY EXTENDING

On December 1st the H. E. Smith Sales Co., 130 Craig Street West, Montreal, were appointed distributors of Boeckh's brushes for the Province of Quebec. This arrangement was entered into for the purpose of effecting still better service for the many dealers throughout Quebec Province who handle the Boeckh line.

The Boeckh Company have also appointed J. B. Buckham sales agent and distributor of their brushes, etc., with headquarters and warehouse at 664 Broadway, Winnipeg, also representing Valentine & Co.'s varnishes and colors.

Mr. Buckham is widely known, having been salesman for the J. H. Ashdown Hardware Company and the Sherwin Williams Co. for several years, as well as being in business at Winnipeg under the name of the Winnipeg Trunk & Bag Co.

HARDWARE MANUFACTURER IN CABINET

Hon. T. A. Low, appointed Minister without portfolio in Hon. Mackenzie King's Cabinet, has been in political life since 1908, when he was elected to the House of Commons from South Renfrew for the first time. He was again elected in 1911, but retired in 1912. He carried South Renfrew again this year by a sound majority.

Hon. Mr. Low is a business man of long standing and is a lumber merchant and manufacturer. He is president of the Renfrew Machinery Company, Limited; president of the Renfrew Flour Mills, Limited; president of the Renfrew Electric Manufacturing Company, Limited; president of the Renfrew Manufacturing Company, and a director of the Renfrew Power Company, Limited.

TORONTO FIRM'S RAPID EXPANSION

W. Walker & Sons, Ltd., wholesale hardware merchants, Toronto, announce that they have disposed of their retail hardware business at 1228 Yonge street to the Northern Hardware Co., and will in future confine their efforts solely to the wholesale end of the business, they now having eight salesmen on their staff.

A. W. Walker, vice-president and general manager of the company, showed "Hardware and Accessories" representative over their new warehouse, a large addition to which has just been completed, giving them approximately 32,600 square feet of floor space and incorporating some new and novel features in the stock and shipping departments, the most modern types of shelving and bins being used for storage, while a particularly good feature has been adapted in the shipping department by placing a series of separating boards on the assembling table to keep each shipment distinct and eliminate possible errors in assembling shipments of goods to their different customers, the boards sliding along a groove in the table and are adjustable to accommodate any sized shipment. A parcel chute is also being installed to carry packages from the shipping floor to the shipping platform on the ground floor. Every parcel shipped bears a label indicating that the shipment was made on the date order was received, four large motor trucks being used daily to make local deliveries, while eight motor cars are in use by the travellers.

The construction of the new warehouse building is so modern and satisfactory to the insurance companies that they are said to have been granted the lowest rate per thousand ever charged for insurance to any wholesale hardware warehouse. A new steam boiler has been installed underground separated from the warehouse.

The Walker organization has grown rapidly from a small beginning in a tin shop, which developed into a retail hardware store, the outgrowth of which has been the present wholesale organization, which requires a working staff of 35, recent appointments to which have been W. J. Shaw, as assistant manager, and O. C. James, formerly with the Miller-Morse Hardware Co., Winnipeg, and Rice Lewis & Son, Toronto, as sales manager.

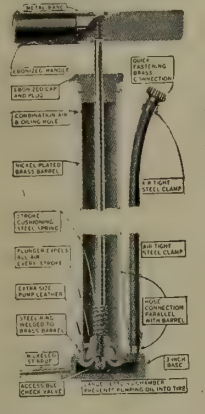
As organized now, the Walker concern is strictly wholesale, and in addition to their well-stocked lines of builders' hardware, "Aero" quality paints and "Owl" brand roofing, they are distributors for some Canadian, American and British manufacturers, representing May & Padmore, Birmingham, England, east of Port Arthur; Mitchell Vacuum Cleaners in Ontario, and being sole distributors for Beaver Hexagon Shingles in Toronto and district.

Unusual advertising methods have featured the steady growth of W. Walker & Son's business, it being their policy to back up their advertising by real service in order to stimulate sales for their retail customers.

For 1922 a comprehensive campaign is being prepared by A. H. MacLauchlan, their advertising counsellor, the plans including not only consistent advertising in trade papers, but also a definite advertising campaign to consumers, in which products sold by W. Walker & Son will be given wide publicity. inquiries being directed to the retail stores where "Owl," "Aero," "Beaver," "Mitchell" and other Walker products are sold. To advertise in such an unusual manner and submerge their own personality in order to give the retailers greater service is out of the ordinary, and in these days, when aggressiveness in business-getting is necessary to obtain volume of turnover, the plan is certainly deserving of success and should be a business builder for W. Walker & Son.

COLEMAN QUICK-FILL PUMP

The Coleman Lamp Company, of Toronto, are selling through jobbers of accessories the tire pump illustrated. It has a large ebonized handle which cannot come off; no screw caps at top of barrel; brass barrel, nickel plated, rust-proof and not subject to chipping like an enamelled barrel; no waste of compression because the "quick-fill" plunger seats itself directly above the check valve right against the bottom of the barrel, so that all the air is forced past the check valve into the tire; a quickly accessible check valve,



the whole base of the pump unscrewing from the barrel and leaving the check valve exposed for cleaning; a new style base which makes the use of the pump quite practicable in sand or in soft mud; the very highest grade of red rubber hose which is attached parallel to the pump barrel so that when the pump is put away it lies parallel to the pump barrel without having to be bent; a quick fastening hose connection which makes a perfect joint on the tube air stem; and careful and exact- manufacture. The retail price is $4.75 in eastern Canada and $5.00 in western Canada.

A. W. McDOUGALL ILL

A. W. McDougall, buyer for Wood, Vallance & James, Hamilton, who has been seriously ill for several weeks, has improved considerably.

Mr. McDougall has a host of friends amongst retail hardwaremen in Northern Ontario, which territory he covered for many years for Rice Lewis & Son and Wood, Vallance & Co.

TORONTO HARDWAREMEN TO ORGANIZE

Toronto hardware and paint dealers, at a meeting held under the auspices of the Paint, Oil and Varnish Club of Toronto, on Wednesday, Jan. 3, discussed the need for closer organization and will meet again January 25th to form an association for social and business purposes. One of the objects will be to promote plans for closer co-operation on such business-creating campaigns as the "Save the Surface" movement, in which the manufacturers of paints and kindred lines are spending large sums in advertising with which dealers feel they should back up more aggressively.

W. P. Buzzek, formerly associated with the Aluminum Products Co. of the United States, has been appointed sales manager of Ideal Aluminum Products, Ltd., Toronto.

MARKET INFORMATION

SOME RECENT PRICE CHANGES

Cut Nails—Declined 50 cents a keg. Price now $4.35 f.o.b. factory, with carload freight rate allowed for Toronto.

Crow Bars—Down 50 cents per hundredweight. Price now $8 per 100 lbs.

Iron Rivets and Burrs—Easier. Discounts increased from 50 to 52½%.

Pick and Cutter Mattocks—Lower by $1.50 a dozen. New quotation is at $10 a dozen.

Picks—Lower quotations. Clay picks are at $7.80 per dozen for 5 and 6 pound weights, and $8.50 for 6 to 7 pound weights. Rock picks are at $9.25 for 7 and 8 pound weights, and $9.75 for 8 pounders.

J. M. T. Gate Valves—Reduced prices. Discounts now at 25 and 10% from list.

Big Ben and Baby Ben Alarm Clocks—Declined. New quotation is now $3.43, with luminous dials at $4.80.

Portland Cement—Reduced prices. Barrels are now at $3.70 and bags at $1.15 for carload lots.

Wire—New and lower prices. Galvanized and barb are now at a base price of $4.10.

Bolts and Nuts—New discounts. Carriage bolts, ⅜ and smaller, are at 47½%, and larger at 40 off. Machine bolts, ⅜ and smaller, are at 55 off, and larger at 42½. Sleigh shoe bolts are at 30 off; Coach and lag screws, 55; Bolt ends, 42½; Square head blank bolts, 42½; Elevator bolts, 30, with corrugated heads, 60; Fancy head bolts, 30; Shaft bolts, 30; Step bolts, 30; Whiffletree bolts, 30; Tire bolts, 52½; Stove bolts, 72½; Nuts, 2 inch and smaller, square, blank, off net list, $1.25; tapped, 25 cents; hexagon blank, 75 cents off list; tapped, 75 cents off list.

Radiators—Lower by about 12%.

Boilers for Steam or Water—Declined by about 10%.

Iver-Johnson Revolvers—Lower; now at $11 for safety hammer type and $12 for hammerless type.

Shot Guns—Single-barrel reduced to $11.50 for non-ejectors and $11.85 with ejectors.

Metal Base Prices—Copper ingots, 18 cents; tin, 39 cents a pound for ingot tin. Lead, 6¾ cents for pig lead. Spelter, 7¼ cents a pound. Antimony, 10 cents. Aluminum, 27 cents.

The quotations below are approximately correct for large lots in Toronto on the date mentioned.

CURRENT PRICES

TORONTO, JANUARY 10, 1922

They may not be the same in any other jobbing centre owing to freight and other conditions.

METALS and SHEETS

Aluminum—Per pound, 24c.

Antimony—Per pound, 8c.

Brass—Sheets, base, 23c; rods, base ½ to 1 in., round, 21c.; tubing, seamless, base, 25c. F.o.b. Toronto.

Copper—Casting ingot, base, 17½c; rods, ½ to 2 in., 28c; soft sheets, plain, 16 oz. and heavier, lb., 30c; plain tinned, 16 oz. and heavier, lb., 37c; polished and tinned, 16 oz. and heavier, lb., 42c; tubing, lb., 29c.

Above prices are full sheets and bars. Cut sheets and bars are 5c per lb. higher.

Coppers, Soldering—Base, 4 to 8 lbs., 35 cents per lb.; 3-lb., 38c; 2½-lb., 39c; 2-lb., 41c; 1½-lb., 44c; 1-lb., 48c per lb. F.o.b. Toronto, Hamilton.

Iron, Tinned—Lion and Crown Brand, Toronto in 22, 24 and 26 gauge. 36 x 96, 21c per lb.; 48 x 96, 21c per lb. Less than case, 50c per 100 lbs. extra.

Lead (pig)—$6.75 per hundred lbs.

Plates, Canada—Box of 60 sheets, $5.65; ordinary, 52 sheets, $5.60.

Plates, Coke, Tin—20x28x100 lb. basis, $17.50 box; 20x28xIC,112s, $18 box; 20x28 IX, 112s, $20 box; 20 x 28, IXX, 56s, $11.25 box; 20x28 IXXX, 56s, box, $12.

Plates, Charcoal, Tin—

Terne Plates—IX, 20x28, 56s, $14; IXX, 20x28, 56s, $16.

Plates, Terne—IC, 14x20, 112 sheets, $12.60.

Spelter—Per pound, 7½c.

Tin—Ingots (100 lbs.), per lb., 38½c.

Zinc—Sheets, per lb., 12c.

PLUMBERS AND TINNERS' SUPPLIES

Boilers (Range)—30-gal., standard, $8.75 cash; 30-gal., extra heavy, $11.25.

Fittings—Cast iron fittings, 25%; malleable bushings, 28%; cast bushings, 28%; unions 45%; flanged unions 25%; plugs, cast iron, 28%; plugs, solid, 28%; plugs, countersunk, 28%; couplings, 4 in. and under, 30%; do., 2½ in. and larger, 10%.

Nipples, Wrought—Close and short, 4 in. and under, 50%; 4½ and larger, 40%; long, 4 in. and under, 60%; 4½ in. and larger, 50%; running thread, 4 in. and under, 30%.

Oakum—Special No. 1, $15; plumbers', $7.

Packing — Fine jute, 17c a pound; coarse jute, 18c; hemp, 36c; square braided hemp, 38c; No. 1 Italian, 44c; No. 2 Italian, 36c.

Wrought Pipe—Price List No. 54, Dec. 22, 1921.

Standard Buttweld Pipe S-C per 100

Size.	Blk. Steel	Galv. Steel	Blk. Gen.Wrot.Iron	Galv. Gen.Wrot.Iron
⅛ in.	$ 6.00	$ 8.00	$ ...	$ ...
¼ in.	3.84	5.94	7.20	9.30
⅜ in.	3.84	5.94	7.20	9.30
½ in.	4.85	6.46	7.31	8.93
¾ in.	5.87	7.71	8.86	10.70
1 in.	8.16	11.05	12.58	15.30
1¼ in.	11.04	14.95	17.02	20.70
1½ in.	13.20	17.88	20.35	24.75
2 in.	17.76	24.05	27.38	33.30
2½ in.	28.08	38.03	....	....
3 in.	36.72	49.73	....	....
3½ in.	47.84	63.48	....	....
4 in.	56.68	75.21	....	....

Standard Lapweld Pipe S-C, per 100

Size.	Blk. Steel	Galv. Steel	Blk. Gen.Wrot.Iron	Galv. Gen.Wrot.Iron
2 in.	21.46	27.38	31.08	37.00
2½ in.	31.50	40.05	46.80	56.16
3 in.	41.31	53.55	61.20	73.44
3½ in.	48.76	65.32	72.68	89.24
4 in.	57.77	77.39	86.11	105.76
4½ in.	66.04	86.36	1.04	1.24
5 in.	76.96	100.64	1.21	1.45
6 in.	1.00	1.31	1.57	1.88
7 in.	1.33	1.76	2.02	2.45
8L in.	1.40	1.85	2.13	2.58
8 in.	1.61	2.13	2.45	2.97
9 in.	1.97	2.59	2.97	3.59
10L in.	1.32	2.40	2.75	3.33
10 in.	2.35	3.09	3.54	4.28

Pipe (Conductor), plain, in 10-foot lengths—2 in., $18.40; 3 in., $22.30; 4 in., $29.60; 5 in., $40; 6 in., $49. Less 70 per cent.

Pipe (soil)—Med. and extra heavy—2 in., 3 in., 25%; 4 in., 30%; 5, 6 in., 30%; 8 in., net.

Soil Pipe Fittings—2, 3, 4, 5, 6 in., 40-10%; 8 in., net.

Pipe (stove)—Net list.

Registers—Warm air, japanned and common oxidized, 20% from standard list. No. 3, $10.75.

Tinners' Trimmings—Plain 50 and 10, retinned, 50%.

Trough (Eave)—O. G. Square bead and half round: Per 100 ft.: 8 in., $15.90; 10 in., $17.70; 12 in., $21.20; 15 in., $28.80; 18 in., $36.50. Less 70%.

Valves Brass (Penberthy) — Gate valves, 25%; regrinding valves, 20%; swing check valves, 10%; compodisk valves, 20%.

Valves, Foot—1¼ in., blk. 70c, galv. $1; 1½ in., blk. 85c, galv. $1.30; 2 in., blk. $1.20, galv. $2.10.

Washers, Wrought — Round, plain. Sizes given are size of hole. In boxes of 50 lbs. list prices per 100 lbs.—¼ in., $28; 5/16 in., $34.40; ⅜ in., $22.80; 7/16 in., $21; ½ in., $19.60; 9/16 in., $18.80; ⅝ in., $18.60; 11/14 in., $18.40; ¾ in., $18.20; 13/16 in., $18; 1 1/16 in., 1⅛ in., 1¼ in., 1 5/16 in., $18.90; 1⅜ in., 1½ in., 1⅝ in., $18.40; 1¾ in., 1⅞ in., 2 in., 2⅛ in., $19. Discount, 60% f.o.b. Montreal, Hamilton, Toronto, London and Halifax.

Car lots allowance to following points: Windsor, Walkerville, St. John, Moncton, Amherst, New Glasgow, Freight allowance: Fort William and West, 10c per 100 lbs.

Net extras, 26 to 40 lbs. of a size, $1; 25 lbs. of a size or less, $2 per 100 lbs. Package allowances—if taken in kegs about 175 lbs. each, allowance 10c per 100 lbs.; if taken in bags about 100 lbs., allowance 15c per 100 lbs.

HARDWARE

Ammunition (American)—Winchester and Savage advance 22½% on American list. Remington Union Metallic list plus 22½%.

Ammunition (Dominion) — Discount 30 and 20%.

Shot, standard, 100 lbs., Toronto, $15; Montreal, $13.50; net extras, as follows, subject to cash discounts only: Chilled, $1.50; buck and seal, 90c; No. 28 ball, $1.20 per 100 lbs.; bags less than 25 lbs., ½c per lb.; f.o.b. Montreal, Toronto, Hamilton, London, St. John and Halifax freight equalized.

Animal Ties—Cow ties, list plus 37½ per cent.; trace chains, list plus 25 per cent.; dog chains, list plus 20 per cent.; halter chains, net; tie-out chains, net; stall fixtures, Dominion, $2.80 per doz.; heavy, $2.

Axes—Boys', doz., $15.50; Hunters', doz., $14.50; single bits, doz., $19.50; double bits, doz., $24. Bench axes, 45% off list.

On weights heavier than base add to list as follows: Group 2, 50c; group 3, $1; group 4, $1.50; group 5, $2; group 6, $2.50; group 7, $3.50.

Baskets (Willow)—Delivery (handled), per doz., $7.50 to $11; splint, clothes or meat, per doz., $2 to $2.85; oblong clothes, per doz., $10.50 to $14.75.

Baskets (Wire)—Vegetable — Half bushel, each, 90c; 1 bushel, each, $1.30; 1½ bushel, each, $1.80.

Belting (Leather)—Discounts apply to revised list of Nov. 4th, 1920. Extra quality, 15/10 per cent. Standard quality, 15/10/10 per cent. Side lace leather, lb., $1.60; cut lace leather, lb., $1.85.

Belting (Canvas)—60 per cent. off

Bits, Auger—(Standard list prices per dozen): 3-16, $6; 4-16, $5; 5-16, $5; 6-16, $5; 7-16, $5; 8-16, $5; 9-16, $6; 10-16, $6; 11-16, $7; 12-16, $7; 13-16, $8.25; 14-16, $8.25; 15-16, $9.50; 16-16, $9.50; 17-16, $12; 18-16, $12; 19-16, $14; 20-16, $14; 21-16, $16; 22-16, $16; 23-16, $18; 24-16, $18; 25-16, $21; 26-16, $21; 27-16, $24; 28-16, $24; 29-16, $27; 30-16, $27; 31-16, $30; 32-16, $30.

Discounts from Standard list prices: Ford auger bits, add 15%; Ford car bits, add 7½%; Beaver, 35%; Gilmour auger bits, 10%; Gilmour eye augers, add 5%; Irwin auger bits, add 5%; Irwin car bits, less 7½%

Boards (Bake)—	⅜ Rim.	¾ Rim
No. 0—16 x 22, doz.	...$ 8.90	$12.50
No. 1—18 x 24, doz.	... 10.78	12.80

No. 2—18 x 29, doz. ... 12.10 14.75
No. 3—20 x 30, doz. ... 13.86 17.75

Boards (Ironing)—No. 1, Daisy, $38 per doz.; No. 10, Daisy, $43 per doz.; No. 33, 21 per doz.; No. 35, $38 per doz.; No. 36, $43 per doz.; Perfection, $48 per doz.

Boards (Wash)—Baby Globe, $2.45 per doz.; Beaver (brass), $8 per doz.; Competition Globe (metal), $5.90 per doz.; Diamond King (glass), $8 per doz.; Enamel Queen, $9 per doz.; Glass Globe, $8 per doz.; Improved Globe, $5.25 per doz.; Jubilee, $5.80 per doz.; Neptune, $5.25 per doz.; Newmarket King, $5.80 per doz.; Pony, $2.45 per doz.; Royal Globe (zinc), $5.25 per doz.; Original Globe, solid back, $5.95 per doz.; Standard Globe, $5.25 per doz.; Supreme (zinc), $6.50 per doz.; Western King (Enamel), $9 per doz.

Bolts and Nuts—Discounts herewith apply to standard list. Carriage bolts ($1 list), ⅜ in. diameter and smaller, 6 in. and shorter, 40%. Carriage bolts ($1 list), ⅜ in. and longer lengths, 30%. Carriage bolts ($1 list), 7/16 in. and larger, 25%. Machine bolts, ⅜ in. and smaller, 4 in. and shorter, 50%. Machine bolts, ⅜ in. and smaller, longer lengths, 40%. Machine bolts, 7/16 in. and larger, 40%. Sleigh shoe bolts, all sizes, 25%. Coach and lag screws, 50%. Bolt ends, 40%. Square head blank bolts, 40%. Plow bolts, 1, 2, 3 head, 35%. Plow bolts, others 35% discount plus 20%. Elevator bolts, large head, 25%. Elevator bolts, corrugated heads, 55%. Fancy head bolts, 25%. Shaft bolts ($3 list), 25%. Step bolts, large head ($3 list), 25%. Whiffletree bolts, 25%. Tire bolts, 50%. Stove bolts, 67½%. Nuts, 2 in. and smaller, square. Blank, off net list, 50c. Nuts, 2 in., and smaller, square, Tapped, net list. Nuts, 2 in. and smaller, hexagon, Blank, net list. Tapped, add to list, 50c. Nuts, 2 in. and smaller, hexagon.

Terms—Cash in 30 days from date of shipment, less 2 per cent.

Borax—Lump crystal borax, 10c lb.

Brooms—No. 5, 4 strings, $6.65 per doz.; No. 5, standard, $7.50 per doz.; Little Beauty, $9.40 per doz.; Royal Blue, $13.90 per doz.

Butts—(Wrought Steel)—No. 840, less 5%; No. 800, net; No. 838, less 5%; No. 808, add 10%; No. 804, less 5%; No. 802, plus 5%; No. 810, add 25%; No. 814, add 20%.

Cans (Milk)—At list plus 15%.

Cement (Portland)—In carload lots, per bbl., $3.770. Less than car lots: Per bbl., f.o.b. yard, $4.75; per bbl., delivered, $5.00. Single bags, $1.15 each, 4 bags to barrel. Extra charge of $1.50 per load on less than 24 bag lots. Rebate, 20 cents for empty sacks.

Choppers (Food)—Universal—No. 0, $30 a doz.; No. 1, $36 a doz.; No. 2, $42 a doz.; No. 3, $58 a doz. F.o.b. Montreal and Toronto.

Churns (Barrel)—No. 0, each, hand, $10.30; power, $15.50. No. 1, hand, $10.30; power, $15.50. No. 2, hand, $10.90; power, $16.20. No. 3, hand, $11.75; power, $17.10. No. 4, hand, $13.60; power, $18.45. No. 5, hand, $15.10; power, $19.80. Net list f.o.b. Montreal, Ottawa, Kingston, Toronto, Hamilton, Fergus, London, St. Mary's.

Clippers (Horse)—New market, $3.50 per pair. No. 1 B.B. Stewart Horse Clipper, $14 list, less 25 per cent.

Clocks (Alarm)—Big Ben, each, $3.43; Good Morning, each, $1.90; Lookout, $2.05; Sleepmeter, $2.25.

Clothes Bars—No. 2, $19 per doz.; No. 3, $14.40 per doz.; No. 4, $11 per doz.; No. 5, $16 per doz.; No. 6, $13 per doz.

Clothes Horses (folding) 6 feet, per doz., $16; 5 feet, $13; 4 feet, $11.

Extension—6 feet, $32; 5 feet, $26; 4 feet, $22.

Clothes Lines (Galvanized)—No. 18, 100 ft. lengths, $6.50 per 1,000 feet; 50 ft. lengths, $7.10; No. 19, 100 ft. lengths, $5.50; 50 ft. lengths, $6.75.

Clothes Line Reels—No. 3, $17.50 per dozen; No. 3½, $19.75; No. 4, $32.50.

Cobbler Sets—Common, per set, $1.14.

Combs, Curry—No. 101, $1.40 per dozen; No. 111, $1.60; No. 121, $1.70; No. 127, $2.30.

Combs, Cattle—No. 98, $2 per dozen; No. 100, $2.85.

Cord (Sash)—No. 6, 59c a pound; No. 7, 58c; Nos. 8, 9, 10, 12, 57c.

Crowbars—$8.00 per 100 lbs.

Dampers—Cast, Champion, 5 in., $1.42 a dozen; 6 in., $1.57; 7 in., $2.10.

Doors, Screen—Kasement, No. 2, oak stain, varnished, including hardware sets: 2 ft. 6 in., $45 per dozen; 2 ft. 8 in., $45.60; 2 ft. 10 in., $46.70; 2 ft. 7 in., $46.80.

Drills—Standard lists. Blacksmiths', ½ in x 2½ in. shank, each, ⅛, 45c; 5/32, 45c; 3/16, 50c; 7/32, 55c; ¼, 60c; 9/32, 65c; 5/16, 70c; 11/32, 75c; ⅜, 80c; 13/32, 85c; 19/32, $1.20; ⅝, $1.30; 21/32, $1.40; 11/16, $1.50; 23/32, $1.60; ¾, $1.70; 25/32, $1.80; 13/16, $1.90; 27/32, $2; ⅞, $2.10.

Drills—7/16, 90c; 15/32, 95c; ½, $1; 17/32, $1.05; 9/16, $1.10; 29/32, $2.20; 15/16, $2.30; 31/32, $2.40; 1, $2.50. Intermediate sizes take list of next larger.

Bit Stock—List per doz., less 45%: 3/32, $2.70; ⅛, $3; 5/32, $3.50; 3/16, $4; 7/32, $4.50; ¼, $5; 9/32, $6; 5/16, $7; ⅜, $8.50; 7/16, $10.50; ½, $13; 9/16, $15.50; ⅝, $18; 11/16, $21; ¾, $24; ⅞, $30. Blacksmiths', ½ in. shank, straight shank, wire, taper shank, 50% off.

Files and Rasps—These discounts apply to list of Nov. 1, 1899: Great Western, Amer., 50%; Kerney Foot Arcade, 60/5%; J. Barton Smith, Eagle, 55%; P. H. and Imperial, 60/5%; Globe, 60/5%; Nicholson, 40%; Black Diamond, 40%; Delta Files, 20%; Firth Files, 50%.

Grindstones—Under 40 lbs. weight—Smaller than 2 in. face, $5.25 per hundred pounds; two in. and over, $4.50.

40 to 80 lbs. weight—Under 2 in. face, $4.75 per hundred pounds; 2 ins. and over, $4.25; Bi-Treadle, each, $9.75; Cycle BB, $8.75.

Grindstone Fixtures—No. 22, $8.67 per dozen; No. 23, $9.37; No. 2½, $10; No. 3, $11.50.

Halters, Rope—Sisal, 7-16 in., $21 per gross; 9-16, $33. Jute, 7-16 in., $19; 9-16 in., $28.50.

Hame Fasteners—(Dodson), $4.60 per dozen.

Hammers, Nail—No. 21, $12 per dozen; No. 1, $15.40; Nos. 1½, 61½, $15.20.

Hammers, Sledge—(Canadian), 2-2½ lbs., $22.50 per cwt.; 3-4½ lbs., $20.70; 5 lbs. and over, $14.40.

Masons—2-3½ lbs., $28.35 per cwt.; 3-4½ lbs., $25.50; 5 lbs. and over, $20.70.

Hammers, Striking—No. 38, No. 46, 5 lbs. and over, $14.40 per dozen.

Hammers, Machinist—No. 30, 1 lb., $10.20 per dozen; No. 30, 1¼ lb., $11.

Handles (Wood)—All hickory handles, list plus 20%; all oak, ash and maple handles, list plus 10%; hay fork, hoe rake, shovel and manure fork, net list; Whiffletrees, double-trees and neck-yokes, list plus 20%; wood rakes, list plus 10%; horse pokes, list plus 10%. Terms, all goods f.o.b. factories, 2% 10 days, net 30 days. O-Cedar Mop Handles, less 30%.

Hangers, Barn and Parlor—Storm King No. 42, list less 20-10%; Safety No. 20, list less 20-10%; Reliable No. 1, list less 20-10%; Round Trolley No. 1917, list less 33 1-3-5%. Atlas No. 0, $13.35; No. 1, $13.80; No. 2, $15.85; Stearns, 4 in., $12.80; 5 in., $16.00. Perfect, No. 1, $10.50; Canada, $13.25; Hatch, $13.25; National, $12; America, $19; Great West, $30.

Hatchets, Shingling—No. 1, $10.25 per dozen; No. 2, $11.25.

Hatchets, Lath—No. 3, $10.25 per dozen; No. 4, $11.25.

Hatchets, Barrelling—Nos. 50 and 60, $15.75 per dozen.

Hatchets, Claw—No. 7, $12.25 per dozen; No. 8, $13.

Hinges (Blind)—Clark's No. 1, $2.22 per dozen sets.

Hinge, (Spring)—No. 200 and No. 20, $25 per gross; Ajax Floor No. 3111, $1.85 per set.

Reliance Door No. 270—Light, per doz., $3.15; medium, per doz., $4.20; heavy, per doz., $6.40.

Hinges—Heavy, in bulk. Doz. pairs: 4 in., strap, $3; tee, $2.55. 5 in., strap, $370; tee, $3.20. 6 in., strap, $4; tee, $3.60. 8 in., strap, $5.40; tee, $4.10. 10 in., strap, $9.60; tee, $7.30. 12 in., strap, $11.90; tee, $11.60. 14 in., strap, $13.60; tee, $11.80. Discount, 35%.

Light—Net prices—3 in., strap, 90c; tee, 90c. 4 in., strap, $1.08; tee, $1. 5 in., strap, $1.26; tee, $1.17. 6 in., strap, $1.53; tee, $1.35.

Screw Hook and Strap Hinges—List prices, per dozen pairs—6 in., $4.30; 8 in., $4.80; 10 in., $6.40; 12 in., $7; 15 in., $7.50; 18 in., $11; 21 in., $12.40; 24 in., $16; 27 in., $17.20; 30 in., $18.50; 33 in., $21.50; 36 in., $24.50. Discount, 25%.

Heaters, Electric—Glower Heater, $10; Heatray Heater, $12. Discount, 25%-33%, according to quantity.

Majestic, 1 burner, $11; 2 burner, $16. Discount, 27½%.

Universal, $13.80. Discount, 20 and 5%.

Hoes—Grub, $9.25 per dozen.

Hooks (Grass)—Canadian, No. 2, $3.90 per dozen; No. 3, $4; No. 4, $4.10; No. 5, $4.30; Little Giant, $6.50; Barden Pat., $6.50.

English Fox—No. 2, $7.50 a dozen; No. 3, $8; No. 4, $8.50.

Horseshoes—	Price per keg		
	Sizes made	No. 2 and smaller	No. 1 and larger
Light iron	0-7	$7.75	$8.00
Long heel light iron	3-7	7.75	...
Medium iron	1-8	7.75	8.00
Heavy iron	6-8	7.75	...
Snow	1-6	8.00	8.25
New light XL steel.	1-6	8.20	8.45
Featherweight XL steel	0-4	9.60 all siz.	
Special countersunk.	0-4	10.10 all siz.	
Toe weight (front only)	1-4	10.60 all siz.	

Packing—Up to 3 sizes in one keg,

10c per 100 lbs. extra. More than 3 sizes, 25c per 100 lbs. extra. F.o.b. Montreal.

Terms—Cash in thirty days, less 2% discount.

Hose, Lawn—Corrugated, ½ in., per hundred feet; ⅝ in., $15.50; ¾ in., $18. Less 5% for full reels, 500 ft.

Irons (Sad)—Mrs. Potts, polished, $1.90 per set; nickel plated, $1.95.

Handles for above japanned, $20.75 per gross.

Common, No. 1 ,4 and 5 lbs., $20.60 per cwt.; 6 lbs. and up, cwt., $15.

Irons, Electric—Model B, $6.50 list. Classic, $8 list. Discount, 25% to 33%, according to quantity.

Knives, Hay—Spear Point, $15 per dozen; Lightning, $14; Heath's, $14.

Ladders—Step Ladders—Standard, 46c a foot; Household, 35c; Shelf Lock, 4 to 8 ft. only, 32c; Faultless, 4 to 8 ft. only, 46c; Faultless, 10, 12 and 14 ft., 50c.

Single and Fruit Picking—10 ft. to 16 ft., 28c per foot; 18 ft. to 20 ft., 29c.

Roped and Straight Extension Ladders—20 to 32 ft., 32c a foot; 36 to 44 ft., 35c; over 44 ft., 43c; special quality, 20 to 40 ft., 45c; three section extension, 45c.

Fire ladders up to 32 feet are twice the price of ordinary extensions. Over 32 ft. are supplied with supporting legs at three times the price.

Lanterns—Short or long globe, plain, $12; japanned, $12.75; Dash, plain, $18.75; japanned, $19.25; search (round reflection), $15.75; Little Bobs, 2 10-4 20.

Lantern Globes—Cold blast, short or long, 1 doz. cases, $1.35 doz.; 3 doz. cases, $1.20 doz.; 6 doz. cases, $1.15 doz.; Cold Blast genuine ruby, $5.40 doz. F.o.b. factory.

Latches—Steel Thumb, No. 2, $2 per dozen; No. 3, $2.50; No. 4, $3.75; Barn Door, No. 5, $3.30; No. 9, $6.15.

Machines (Washing) — Dowswell, $12.75 each; Noiseless, $17.50; Hamilton, $14; Peerless, $14.50; Snowball, $19.50; New Century, style A, $19.75; style B, $21.75; electric, $160.00; Playtime, engine drive, $27; Ideal Power, $30; Seafoam, electric, style A, $105; engine drive, $50; Sunshine, $10.25; Popular, $14.50; Economic, $16; Puritan, $19.50; New Champion, $21.50; Home, $21.50; Vacuum, $28; Home Water, motor, $28; Whirlpool, water power, $31; Hydro, 1 Tub, engine drive, $57; electric, $116.50; Rotary water motor washer, $29; Connor ball-bearing, with rack, $22.75; Perfection, engine drive, $65; electric, $132; Beaver, $26; power, $27; Connor, vacuum, $27.50; Patriot, $21.50; Jubilee, $12.50; Canada First, $21.50. These prices are less 30%. Freight equalized with Montreal, Ottawa, Toronto, Hamilton, Kingston, London and St. Mary's, or shipments of quarter dozen and upwards.

Stands, Washtub—Dowswell, $44.10 per dozen.

Mattocks—Cutter, $11.50 per dozen; Pick, $11.50.

Mixed Bread—Canuck—No. 4, $36.24 dozen; No. 8, $40.92.

Universal—No. $40,00 a dozen; No. 8, $52.

Mops—Liquid Veneer, $16 per dozen; O-Cedar, less handle, $14; O'Cedar, with handle, $16; S. W. Mops, complete, $4.35; Mop Sticks, No. 8, $2; Cast Head Mop, $2; Crescent, No. 10, $2.60; Crank wringing, $7.35; Smarts', $4.

Mop Wringers—White, No. 1, $16.40 per dozen; white, No. 2, $16.80; white, No. 3, $24.

Mowers, Lawn—(List of Sept. 12, 1921)—Adanac, Woodyatt, Empress, Mayflower, Ontario Daisy, Star, all at 20% off list; Whippet, Thousand Island, Red Wing, Blue Bird are all net.

Nails—List adopted Sept. 10, 1920. Advance over base on common wire nails in kegs: 1 in., $1.50; 1⅛ in., $1.40; 1¼ in., $1.15; 1½ in., 80c; 1¾ in., 75c; 2 in., 60c; 2¼ in., 55c; 2½ in., 30c; 2¾ in., 30c; 3 in., 20c; 3¼ in., 15c; 3½ in., 10c; 4 in., 5c; 4½ in., 5c; 5 in., base; 5½ in., base; 6 in., base. 6½ to 12 in. 2 ga. and heavier, 25c over base.

Standard steel wire nails, f.o.b. London, Hamilton, Milton, Toronto, Owen Sound, Collingwood, Montreal, $4.25 base. Freight equalized on above points.

Windsor, Walkerville, Sandwich, f.o.b. factory prices, carload freight allowed, $4.35.

Sault Ste. Marie, Port Arthur, Fort William, $4.75 base, f.o.b. factory; no freight allowance.

Moulding, Flooring, Slating, Box, Fence, Barrel Nails, 25c per 100 lbs. over common nail prices. Finishing nails, 50c per 100 lbs. advance over common nail price.

Miscellaneous wire nails, 70% off miscellaneous list, f.o.b. Toronto, Montreal, Hamilton and London.

Nails, cut—$4.85.

Roofing Nails—American, large head, keg, $10.50. Less quantities, $12.50.

Nails (Horse)—Capewell C Brand—No. 5, $6.75 per 25 lb. box; No. 6, $6.50; No. 7, $6.25; No. 8, $6; No. 9, $5.75. Discount, 10%.

"M.R.M." Brand—Net price list. No. 3, 5⅝ in. long, $20.25 per 25 lb. box; No. 4, 1¾ in. long, $10.25; No. 5, 1 15/16 in. long, $5.25; No. 6, 2⅛ in. long, $5; No. 7, 2 16/16 in. long, $4.75; No. 8, 2½ in. long, $4.75; No. 9, 2 11/16 in. long, $4.50; No. 10, 2⅞ in. long, $4.50; No. 11, 3 1/16 in. long, $4.50; No. 12, 3¼ in. long, $4.50.

Netting, Poultry—2 in. mesh and 19 gauge wire—12 in., $1.80 per 50-yard roll; 18 in., $2.65; 24 in., $3.40; 30 in., $4; 36 in., $4.75; 42 in., $5.50; 48 in., $6.20; 60 in., $7.70; 72 in., $9.20; 84 in., $10.50; 96 in., $12.

1½ in. mesh and 19 gauge wire—12 in., $3.50 per 50-yard roll; 18 in., $5; 24 in., $6.30; 30 in., $7.75; 36 in., $9.90; 42 in., $10.50; 48 in., $12; 60 in., $15; 72 in., $18.

1 in. mesh and 20 gauge wire—12 in., $4; 18 in., $5.50; 24 in., $7; 30 in., $8.50; 42 in., $12; 48 in., $14; 60 in., $17; 72 in., $20

¾ in. mesh and 20 gauge wire—24 in., $10.50; 30 in., $12.75; 36 in., $15.

½ in. mesh and 22 gauge wire—24 in., $16.50; 30 in., $20; 36 in., $24.

Discounts at present quoted apply only to 1and 2 in. mesh setting. Other prices have been withdrawn and are quoted only on application.

Toronto, London, Montreal, Canadian netting, 2 in. mesh, 12½% off; 1 in. mesh, 12½% off. American netting, 1 in. mesh, 12½% off.

Invincible—No. 1848, 80c a rod; 2060, 88c. Put up in 10, 20 and 30 rod rolls. F.o.b. Montreal.

Blue Ribbon—24 in., $5.50 per roll; 36 in., $7.15; 48 in., $8.35; 60 in., $9.85; 72 in., $11.25. Put up in 10 rod rolls.

Paper (Building)—Dry fibre, No. 1, Anchor, $1.25 per 400 ft. roll; No. 2, Anchor, 60c; No. 2, Elephant, 70c.

Tarred Fibre, No. 1—Anchor, $1.35; No. 2, 85c.

Elephant Brand, tarred, No. 2, 85c; Surprise fibre, 80c; Empress Dry Sheathing, $1.45; Stag Sheathing, 80c; Cyclone, dry, $1.25; tarred, $1.35. Joliette Sheathing, 70c; tarred, 85c.

Monarch Sheathing, white, $5.75 per 100 pounds; grey, $4.75; Straw Sheathing, heavy dry, $3.15; Red Star heavy tarred straw, $3.40; Imp. White Sheathing, $5.75; Imp. Grey Sheathing, $4.75; Scythe and dry straw, $3.15; Spruce Sheathing, 36 in. and 72 in. wide, $7.25; Asbestos Sheathing, $10; carpet felt, $3.90; tarred felt, 7, 10 and 16 oz., $3.45.

Paste (Stick-Fast)—In barrels, 250 lbs., 14c a pound. Barrels of 5 lbs., cotton bags, 15c. In kegs, 125 lbs., 16c; in 50-lb. boxes, 18c; in 25-lb. boxes, 19c.

Solpar, barrels (200 lbs.), 14c a pound; 2 lb. pkgs., case lots, lb., 16c; 1 lb. pkgs., case lots, lb., 17c.

Picks—Clay, 5 to 6 lbs., $9 a dozen; 6 to 7 lbs., $10.25.
Rock—7 to 8 lbs., $11.25 dozen.

Pins, Clothes—5 gross, 4 in. (loose), $2.25 a case; 4 gross (cartons), 4 in., $2.25; Spring, 2 gross to box, $1.90.

Pitch—Pine, black, per bbl., $13.25; Navy pitch, per bbl., $6.50; Coal tar pitch, per cwt., $1.55.

Planters, Corn—King of Field, $13.20 a dozen; Triumph, $11.

Polish (O-Cedar)—4 oz. bottles, per dozen, net, $2.40; 12-oz. bottles, $4.80; 1 qt. can, $12; ½ gal. cans, $20; 1 gal. cans, $28.

Liquid Veneer—4 oz. bottle, per doz., net, $2.40; 12 oz., $4.80; 32 oz., $10; 64 oz., each, $1.34; 128 oz., each, $2.34.

Pulleys—Axle, No. 1, 1¾ in., 80c a dozen; 2 in., 90c; 2¼ in., 95c; Palmer's, 90c.

Pulleys, Clothes Line—No. 58, japanned, $4.35 per dozen; No. 158, galvanized, $4.45; No. 59, japanned, $4.45; No. 159, galvanized, $4.55.

Pumps—	Pitcher Spout	Closed Spout
No. 2, each	2.85	3.10
No. 3, each	3.15	3.40
No. 4, each	3.75	4.10
No. 70, each	...	6.00
No. 80, each	...	8.00

Pumps, Redwing—No. 0, $6.85; No. 1, $7.50; No. 2, $8.75; No. 3, $10.75; No. 4, $12.75; No. 5, $15.25; No. 6, $18.

Rivets and Burrs—Iron rivets, 7-16 inch and smaller, blacked and tinned, 50 per cent.; Iron burrs, 50% off list on 200-lb. kegs. Extras, add 1c to list on 100-lb. kegs; 3c on 50-lb. boxes; 4c on 25 lb. boxes, 8c on 1 lb. pkgs.

Copper rivets, usual proportion of burrs, 32½% off; burrs, add 10%. Extras on copper rivets, ½ lb. pkgs., 1c per lb.; ¾ lb. pkgs., 2c lb. Coppered rivets, net extras, 3c per lb.

Roofing—Samson, 1 ply, $2.65 roll; 2 ply, roll, $3.10; 3 ply, roll, $3.80.

Red Star, 2 ply, $1.93 roll; Red Star, 3 ply, $2.30.

Everlastic, 1 ply, $2; Everlastic, 2 ply, $2.40; Everlastic, 3 ply, $2.80.

Panamoid, 1 ply, $1.80; Panamoid, 2 ply, $2.20; Panamoid, 3 ply, $2.60.

Everlastic Multi-Shingles (4 shingles in one), per square, $6.25; Everlastic

Slate Surface Single Shingle, Tylike (red or green), sq., $7.40.

Everlastic Liquid Roofing cement—Per gal., in bbls., 70c; 5 and 10 gal. lots, gal., 80c; 1 gal. cans, gal., doz., $10.50.

Coal Tar (refined), per barrel, $10.50; coal tar (crude), $9.25.

Roofix Roofing Cement—In bbls., per gallon, 60c; in ½ bbls., per gal., 65c; in 5s and 10c, 70c; 1 gal. cans, per doz., $2.

Rope—Pure Manila basis, 23c a pound; Beaver Manila basis, 19c; New Zealand hemp basis, 19c; Sisal basis, 17c. These quotations are basis prices, ¾ in. and larger diameter. The following advances over basis are made for smaller sizes: ⅝ in., ½c; 9-16 to 7-16 in., inclusive, 1c; ⅜ in., 1½c; ¼ and 5-16 in., 2c; 3-16 in., 2½c extra.

Single lathe yarn basis, 17c; double lathe yarn, 17½c; halyards, 50c; Beaver Halyards, white, ¾ in. basis, 35c.

Hemp, deep sea line basis, 50c; hemp, tarred ratline basis, 45c; hemp, tarred bolt rope basis, 45c; marline and houseline, 45c. Extra charge for shorter lengths than half coils, 2c per pound additional.

Cotton, ⅛in., 51c a pound; 5.32 in., 50c; 3-16 in., 47c; ¼ in. and up, 45c.

Sandpaper—B. & A. sandpaper, less 5%; Star sandpaper, less 5%; B. & A. emery cloth, plus 25% on list.

Scales—Champion, including stamping, list net: 4 lb., $6.60; 10 lb., $8.65; 240 lb., $12.65; 600 lb., $35.80; 1,200 lb., $43; 2,000 lb., $57.10; 2,000 lb. drop lever, $64.75.

Scythes—Cast steel, $15 a dozen; Golden Clipper, $16; Little Giant, $17; Bush, $16.

Snaths—1 loop, $16.80 a dozen; 2 loops, $15.80; 3 loops, $14.70; Bush, $18.20.

Screws—Discounts off Standard List—Wood, F.H., bright, 82½%; Wood, R.H., bright, 80%; Wood, O.H., bright, 80%; Wood, F.H., brass, 77½%; Wood, R.H., brass, 75%; Wood, O.H., brass, 75%; Wood, R.R., bronze, 72½%; Wood, O.H., bronze, 70%; Square cap, 40%; Hexagon cap, 40%; Set Screws, 70%.

Screws, Iron Bench, No. 14—1 in., $11.25; 1⅛ in., $13.50; 1¼ in., $15.65.

Spiders—Cast, No. 7, $1; No. 8, $1.05; No. 9, $1.15.

Cast—Nickel Plated—No. 7, $1.26; No. 8, $1.35; No. 9, $1.50; No. 10, $1.75.

Spades, Shovels and Scoops—Plain back shovels and spades, draining tools, hollow back scoops, sand shovels, hollow back shovels, hollow back coal shovels, riveted back scoops, miners' spring point shovels. 1st. 2nd and 4th grades, all 55%. These discounts apply whether goods are sold in carload or less than carloads, and apply only to Black List, Black List prices being as follows:

Plain back shovels and spades, No. 2 black—1st, $29; 2nd, $28; 3rd, $25.

Draining tools, No. 2 black—1st, 29; 2nd, $27.50.

Hollow back scoops, No. 2, black—1st, $34.50; 3rd, $32.

Coal shovels, hollow back, No. 2, black—1st, $32; 3rd, $30.

Sand shovels, No. 2, black—1st, $27.50; 3rd, $24.

Hollow back shovels, No. 2, black—1st, $27.50; 3rd, $24.

Riveted back scoops, No. 2, black—1st, $37.50; 2nd, $35.50; 3rd, $34.

Miners' spring point shovels, No. 2—1st, $36.50.

Net Extras—For each size larger than No. 2, add 35c dozen net. Full polished, add $1 per dozen net. Half polished, add 50c per dozen net. F.o.b. London, Hamilton, Toronto, Gananoque, Ottawa, Collingwood, Sherbrooke, Montreal, Quebec, Halifax, St. John, Moncton and freight may be equalized thereon. On shipments less than 5 dozen f.o.b. factory only.

Spikes, Ship—Base, ⅜ in. and larger, $5 per 100 lbs. ¼ and 5/16 in., $5.50 per cwt. F.o.b. Montreal, Belleville, Toronto and Hamilton, with freight equalized on these points.

Spouts, Sap—Eureka, $15 per thous.

Staples (Fence)—Bright, $4.85 per 100 lb. keg; galvanized, $5.85.

Stoves (Oil Burning Cooking)—Perfection No. 32, 2 burner, $21.50 each; Perfection No. 33, 3 burner, $26; Perfection No. 34, 4 burner, $34; No. 22G oven for above stoves, $8. Discount, 30% off list.

McClary Glass Front Oven, No. 170, each, net, $4.75. Detroit Glass Front Oven, No. 85, each, net; Hot Blast, plus %.

Oil Burning Heaters—No. 525, $8.75 each; No. 530, $9.75; No. 630, $12.50. Discount 30% off list on these three numbers. Hot Blast, plus 10%.

Stretchers, Wire — Hercules, $3.60 doz. Stretchers, curtain—Star, No. 1, $27.60 doz.; Star, No. 2, $30 doz.; Sun, No. 1, $20; Sun, No. 2, $22.

Swings—Ontario, 4-passenger, $8.75.

Tacks—Wire tacks, 70/15% from revised hardware tack list adopted June, 1921: Double-pointed tacks, 70/15%.

Shoe Findings—List adopted November 21, 1921.

Tapes, Measuring (Lufkin)—263, 50 ft., Challenge, steel, $4.95 each; 103, 50 ft. Reliable Jr., steel, $5.25 each; 243, 50 ft. Rival, steel, $4.40 each; 553, 50 ft. Steel, $3.95 each; 1243, 50 ft. Rival Jr., steel, $4.06 ea.; 603, 50 ft. Metallic, $3.17 each; 604, 66 ft., Metallic, $3.54 each; 403, 50 ft. Linen, $2.39 each; 713, 50 ft. Ass Skin, $6.15 doz.; 714, 66 ft. Ass Skin, $7.37 doz.; 143, 3 ft. Steel Pocket, $7.27 doz.; 145, 5 ft. Steel Pocket, $9.20 doz.; 175, 5 ft. Linen Pocket, $6.35 doz.; 165, 5 ft. Cotton Pocket, $1.55 doz.

Toasters, Electric—Universal, $7.80; C. G., $5. Discount, 20 and 10%. Canadian Beauty, $5.43; Upright, with rack, $6.40.

Tools, Harvest—Waverley, Wellandvale, Rixford, Maple Leaf, Bedford, 60% off new list.

Track, Barn Door—Hatch Trolley, per ft., 22½c; brackets for this, per doz., $2.20.

National Flat Track, 1¼ in. per 100 ft., $10.85. Storm King Flat, No. 60, list less 20-10%. Safety Flat, No. 60, list less 20-10%. Reliable No. 1 and 2, 20c per ft., less 20-10%. Round Trolley No. 1918, 20c per ft., less 20-10%.

Traps (Game)—Victor, No. 1 Giant, $3.35 per dozen; Jump, No. 1, $3.50; Hawley & Norton, No. 1, $5; Newhouse, No. 1, $7.50. All these include chains.

Tubs, Wood—No. 0, $26 per dozen; No. 1, $23.10; No. 2, $20.90; No. 3, $17.60. F.o.b. Newmarket.

Twine, Binder—500 ft., 17¼c a foot; 550 ft., 18¾c; 600 ft., 20¼c; 650 ft., 21¼c. Freight prepaid to nearest station in lots of 300 lbs. and over. (This applies to Eastern Canada only.) Rebate of ⅛ cent lb. on 10,000 lbs. and ¼ cent lb. on 20,000 lbs.

Twine (Cotton)—5-lb. sack, 3-ply, lb., 47½c; 4 ply, lb., 50c.

Cones, 3 ply, lb., 44c; 4 ply, lb., 47c.

Tin and Enamelwares—

Britannic, list plus 15%.
Scotch Grey Ware, 50 and 10%.
Colonial, 40%.
Imperial ware, 40%.
Pearl, 40%.
Premier, 20%.
Canada ware, 20%.
Crescent, 50 and 10%.
White ware, 50 and 10%.
Japanned ware, net list.
Japanned ware, white, list, plus 10%.
Plain and japanned sprinklers, list, 10%.
Stamped ware, plain, 50 and 10%.
Stamped ware, retinned, 50%.
Copper bottoms, plus 40%.
Tinners' trimmings, plain 50/10%.
Tinners' trimmings, retinned, 50%.
Tinners' trimmings, general, write for prices.
Factory milk cans, list, plus 15%.
Milk can trimmings, list, plus 33⅓%.
Cream cans, write for prices.
Railroad cans, write for prices.
Sheet iron ware, list, plus 10%.
Pieced ware, ordinary, list, plus 20%.
Pieced tinware, C. B., list, plus 30%.
Fry pans, Acme, 33⅓%.
Fry pans, Quick Meal, net list.
Spiders, steel, net list.
Fire shovels, japanned, list, plus 10%.
Fire shovels, japanned, list, plus 10%.
Steel sinks, galvanized, net list.
Steel sinks, painted, net list.
Light galv. pails and tubs, net list.
Heavy galv. pails and tubs, net list.
Hollow ware, add 40 per cent.
Garbage pails, net list.
Jap. coal hods, list plus, 33⅓%.
Galv. coal hods, list, plus 33⅓%.
Paper lined boards, 40%.
Wood lined boards, 25%.
Copper boilers, 10%.
Copper tea kettles, 10%.
Copper tea and coffee pots, 10%.
Stove and other pipe, net list.
Stove pipe elbows, black and galv., net list.
Stove pipe thimbles, 60%.

Weights, Sash—Sectional, 1 lb. per 100 lbs., $2.75; sectional, ½ lb., per 100 lbs., $2.85; solid, 3 to 30 lbs., per 100 lbs., $2.50.

Wire Products—Annealed or Bright—Advances over base price on sizes lighter than No. 9. No. 9 and heavier, 6c; No. 11, 12c; No. 12, 20c; No. 13, 30c; No. 14, 40c; No. 15, 55c; No. 16, 70c.

Annealing, no extra. Oiled and annealed extra, 15c. Coppering and liquor finish extra, $1 to $1.50. Tinning extra, $2 to $3.

Bright base, $4.30. Annealed base, $4.30. Galvanized base, $4.60.

Barbed wire, $5.50. Coiled spring wire, 9 gauge, $4.65.

Extra net, per 100 lbs.—Oiled wire, 15c; bright, soft drawn, 25c-70c.

Stovepipe Wire—No. 18, $8.75; No. 19, $9.25.

Wringers, Clothes — Domestic, No. 531E, $115; Dom. Bench, No. 541EB, $174; Favorite, No. 511E, $105; Favorite, No. 512, $112; Royal Canadian, $94; Favorite, No. 514, $133; Ottawa, No. 331E, $105; Ottawa Bench, No. 341EB, $162; Challenge, No. 311E, $95; Warranty, $115; Bicycle, 11 in., $105; Eze, $102; Rapid, $92; Eureka, $64; Blue Belle, $115; Blue Belle, Folding B, 164; Rival, $105; Model, $97; Imperial, $102. Discounts from above list 30%.

PAINTS AND OILS

Alabastine—Colors and white — 2½ lb. packages, $10.10 for 100 lbs.; 5 lb. packages, $9.60 for 100 lbs. F.o.b. Paris or nearest jobbing house.

Beeswax—Small quantities, 45c per pound; larger quantiites, 40c.

Blue Stone—Per lb., bbls., 7c; less quantities, 10c.

Borax—Lump crystal or powdered borax, 13c pound.

Bronzing Liquid—Bronzing liquid, No. 1, $2.25 a gallon. Banana oil, $4.25. a gallon.

Brushes—Floor waxing—Acme, 15 pounds, $2.70 each; 20 pounds, $3.25; 25 pounds, $3.80.

Coating—Cement coating, P. & L., $5.40.

Coal Tar—In quart tins, per case of three dozen, $3.75 per dozen; less than cases, $3.95 per dozen.

Colors (Dry)—Per pound—

Raw and Burnt Umber, 100 lb. kegs, No. 1, 6-9½c; less quantities, 11-15c.

Raw and Burnt Sienna, 100 lb. kegs, 6-9½c; less quantities, 12-15c.

Imp. green, 100 lb. kegs, 15c.

Chrome green, C.P., 40-45c.

Chrome yellow, 25-35c.

Brunswick green, 100 lb. keg, 11-13c.

Indian red, 100 lb. keg, 15-20c; No. 1, 100 lb. keg, 8c.

Lamp black, in bulk, 24c; packages, 25-28c.

Venetian red, best bright, 6½-9c; No. 1, 3¾-5½c.

Drop black, pure dry, 12-15c.

Golden Ochre, 100 lb. kegs, 5c.

White ochre, 100 lb. keg, 6c; barrels, 5c.

Yellow ochre, barrels, 3-6c.

French ochre, bbls., 5-8c.

Spruce ochre, 100 lb. keg, 5-8c.

Can. red oxide, bbls., 3c.

Super magnetic red, 5c.

Vermillion, Mexican, 75c.

English vermillion, $1.85.

Colors in Oil—Pure, in 1 lb. tins:

Venetian red, 27c; Indian red, —; Chrome yellow, pure, 50c; Golden ochre, pure, 34c; French spruce ochre, pure, 29c; Greens, pure, 35c; Siennas, 36c; Umbers, 36c; Ultramarine blue, 70c; Prussian blue, 95c; Chinese blue, 95c; Drop black, 42c; Ivory black, 44c; Signwriters' black, pure, 48c; Imperial black, 25 lb. irons, 39c.

Colors—Mortar—Brown, per pound, 2¼c; red, 2¼c; black, 7c; buff, 3c.

Dryers—I. V. housepainters' japan, gal cans, $3; I. V. liquid dryer, $2.75. Discount, 50 per cent. on both these. Housepainters', $1.15.

Enamels (White)—Per gallon: Dougall white enamel, $7.43; Vitralite, $7.77; Duralite, $6; Old Dutch, $6.27; B-H "White" Enamel, $6.50; Martins, white, $7; Satinette, $7.23; C. P. Co. Albagloss, $6.30; C. D. Master Painters, $6.75; Mooramel, $7; Lowe Bros., Linduro, $7; Sunshine, white, $6; Kyanize, $8; Solpar, $4.50; Paripan, $9; Jasperlac, $4.25; Invincible, $6; Hillcrest, $7; Adelite, A. & E., $7.65; Adelite, A. & E., $5.40; Floglaze, $4.50; Ripolin, $7.09.

Glue—English, sheet, per lb, 24 to 30c; White pigsfoot, 50c; Cake bone, 112 lb. bags, 24 to 30c; Hides, 112 lb. bags, 30 to 32c; Ground glues, 112 lb. bags—English, per lb., 22 to 24c; Canadian, 16 to 18c.

Glass— Case lots.	Star or Double 16 oz. or 24 oz.
Up to 25	$ 5.50 $ 9.05
26 to 40	6.95 11.40
41 to 50	7.65 12.55
51 to 60	7.95 13.05
61 to 70	8.35 13.65
71 to 80	8.80 14.40
81 to 84	10.30 17.70
85 to 90	10.85 18.55
91 to 95	.... 20.80
96 to 100	.... 22.60

Cut size sheet glass, 75 per cent. off November, 1920, list. Montreal, 70 per cent. off.

Glass Plate—Montreal, 60 per cent. off.

Glaziers' Points—Zinc coated, 8c ½ lb. package.

Lead, White—(Ground in oil)—Prices are per 100 lbs. in ton lots. Less than ton lots are 35c per 100 lbs. higher than quoted below. F.o.b. Brantford, 50c; London, 55c; Windsor, 60c per 100 lbs. F.o.b. Toronto and Hamilton, 45c per 100 lbs. F.o.b. Fort William and Port Arthur. 75c per 100 lbs. Maritime differential 50c per 100 lbs. over Montreal.

	Montreal.	Toronto
Anchor, pure	$12.75	$13.20
Champion, pure	12.75	13.20
Crown Diamond, pure	12.75	13.20
Green Seal pure	12.75	13.20
I. V. Perfection	12.75	13.20
Ramsay's pure	12.75	13.20
Moore's pure	12.75	13.20
Tiger, pure	12.75	13.20
O.P.W., Dec., pure	12.75	13.20
Elephant Genuine	13.25	13.70
BB Genuine, less than tons	14.10	14.55

Lead (Red Dry)—Per 100 lbs.—Genuine, 560 lb. casks, $10.25; Genuine, 100 lb. casks, $11.25; less quantity, $12.75. F.o.b. Montreal and Toronto.

Linseed Oil—(Raw)—Per gal.—1 to 2 bbls., 84c. Boiled—1 to 2 bbls., 87c.

Litharge—Casks, per cwt., $9.25; smaller quantities, per lb., 10¾c.

Muresco—Per 100 lbs.	White.	Tints.
350 lb. bbls.	$7.15	$8.25
200 lbs., half bbls.	8.00	9.10
100 lbs., kegs	8.25	9.35
Cases, 20 5-lb. pkgs.	8.80	9.90

Paints, Prepared—Price per gallon, 1 gallon can basis—

C. P. Co. Elephant white, $3.85; Sanitone, white, $3.45; Sanitone, colors, $3.35; C. P. Co., pure white, $3.95; C. P. Co., pure colors, $3.60; C. P. floor paint, $3.55; Elephant floor paint, $3.30; Victoria floor paint, $2.90.

B-H English, colors, $3.60; English, white, $3.95; Fresconette, white, $3.45; Fresconette, colors, $3.35; floor, $3.55; porch floor, $3.60.

Crown Diamond, white, $3.70; colors, $3.35; floor, $3.30; porch, $3.30; flat wall tone, white, $3.45; colors, $3.35.

Moore's House Colors, white, $4.35; House Colors, colors, $4.10; Preesrvo Paint, white, $2.95; colors, $2.85; floor paint, $3.80; Sani-Flat, $3.80; Porch and Deck Paint, $4.10.

I. V. Elastica, white, $3.95; Elastica, colors, $3.70; Flatine, int. wall, white, $3.85; Flatine, int. wall, colors, $3.75.

Lowe Bros., H. S. White, No. 328, $3.95; H. S., color, $3.60; H. S. floor, hard drying, $3.55; H. S. Porch, $3.60; Mellotone, flat wall, white, 3.50; color, $3.35.

Jamieson's Crown Anchor, $3.45.

O.P.W. Canada Brand, white, $3.95; colors, $3.60; floor, $3.55; Flat Wall, white, $3.45; color, $3.35.

Ramsay's Pure, white, $3.80; colors, $3.45; floor, $3.40; porch, $3.45.

Glidden's white, $3.95; colors, $3.60.

Martin-Senour, 100%, white, $3.95; colors, $3.60; porch, $3.60; Neutone, white, $3.45; Neutone, colors, $3.35; floor paint, $3.35.

Sherwin-Williams, white, $3.95; colors, $3.60; floor, $3.60; porch, $3.60; Flat Tone, white, $3.45; colors, $3.35.

Maple Leaf, white, $3.95; colors, $3.60; floor, $3.55.

Pearcy's Prepared, colors, $3.05; white, $3.40; floor, $3.

Adelite, white, $3.95; colors, $3.60; Industrial white, $3.50.

Barrett's Everjet Elastic Carbon Paint—Barrels, per gal., 80c; half barrels, 85c; 5s and 10s, 95c; 1s, per case, doz., Montreal, $12; Toronto, $10.50.

Everjet Black Enamel—Crates, 2 doz., 8 oz., $1.45; crates 12 doz., 8 oz., $1.40; 1 gal. cans, gal., $1.50; 5-10 gal. cans, gal., $1.35; barrels-half bbls., gal., $1.25.

Carbosota Liquid Creosote Oil—Barrels, 60c; half barrels, 65c; 5s and 10s, gal., 95c; 1s (case 12 gals.), Montreal, $8.50; Toronto, $9.50.

H. T. & A. Co.'s Creosote Oil—Barrels, 45c; half-barrels, 50c; 5s and 10s, 60c. F.o.b. Montreal and Toronto.

Paris Green—100 lb. lots—½ lb. paper cartons, per lb., 52c; 1 lb. paper cartons, 50c; ½ lb. tins, 54c; 1 lb. tins, 52c; 25 lb. tins, 48c; 50 and 100 lb. drums, 46c; 250 lb. kegs, 44½c; 100 lb. barrels, 44c. Terms: 1 per cent. 15, or 30 days net. F.o.b. Montreal, Toronto, Hamilton, London, Ottawa, Quebec, Moncton, St. John's and Halifax. Yarmouth and P. E. I. points ¼c per lb. extra.

Polish (O-Cedar)—4 oz. bottles, doz., $2.10; 12 oz. bottles, $4.20; 1 qt. can, $10.50; ½ gal. cans, $16.80; 1 gal. cans, $25.20.

Putty (Standard)—Less than tons—Bulk, bbls. (800 lbs). per cwt., $5.90; 100 lb. drums, $6.75; 25 lb. drums, $7; 12½ lb. irons, $7.25; Bladders in bbls. (400 lbs.), $7.65; in cases (100 lbs.), $7.75. Tons 35c lower. Pure linseed putty, $2 cwt. advance on above prices. Hamilton prices same as Toronto; Windsor and London 5c advance on above.

Plaster Paris—Single barrels, $4.

Rosin—Barrel lots, per 100 lbs.—G., medium grade, $5 to $7.50; water white, $7 to $9.50.

Remover (Paint and Varnish)—High Standard, $3; Taxite, 1 gal. cans, $3; B-H Vanisher, $3; Chalco, $3; Klensa, $3.60; Cumoff, $3; Dougall Lingerwett, $3.25; Takeoff, $3; O.P.W. Presto, $2.60; Solvo, $3.60; Varn-off, $3; Adelite, $3.

Shellac—Per gal. in bbls—White, $4.65; orange, $4.15. Gal. jugs, white, $5; orange, $4.50. F.o.b. Toronto, London, Montreal.

Sulphur—In 100 lb. bags, per pound, 4½c.

Shingle Stains—	Ordinary Colors.	Greens
Sherwin-Williams	$1.39	$1.60
B-H Anchor	1.40	1.60
M. L. Creosote	1.40	1.60
Soligum	1.25	1.60
Martin Senours	1.40	1.60
Elastica	1.40	1.60
Hillcrest	1.40	1.60
"C.D." Shingle Stain	1.20	1.40
Canada Paint	1.75	2.00
O.P.W. Creolin	1.30	1.50

Tar—Coal tar, refined, $10.50; crude, $9.25. F.o.b. Toronto, Montreal, 25c lower.

Turpentine—Single bbls., gal., $1.20; 2-4 bbls., gal., $1.19; 5 gal. lots, per gal., $1.35.

Varnishes—Per gal. cans—B-H Floors, $4.08; Maritime Spar, $5.13; Hard oil, $2.76; Gold Medal, $3.42; Elastilite, $3.85; Granitine Floor Finish, $3.85; Hydrox Spar, $3.95.

C. P. C. Sun Varnish, $4.30; Sun Aero Spar, $4.50; Sun Waterproof Floor, $4.40.

Glidden Wearette, $3.90; floorette, $3.90.

I. V. Elastica, No. 1, $4.89; No. 2, $4.48; Floor, $4.

Jasperite Interior and Exterior, $3.75; Indestructo, floor, $3.75; Pale Hard Oil, $3.75.

P. & L., No. 61, $5.04.

Jamieson's Copaline, $4.

M-S Marble-Ite Floor, $4.22; Wood-Var, $4.06; Durable Spar, $5.13; Finest Interior, $4.87.

Moorlastic Floor, $4.25; T. 45 Floor, $3.50; Moorvar Interior, $3.25; Moore's Spar, $5.

S. W. Elastic Interior, $3.14; Mar-not, $3.93; Quick Action House, $2.65; Rexspar, $5.04; Scar-Not, $4.66.

Lowe Bros., durable floor, $4.50.

Solpar, Spar Marine, $6; House Spar,, $4.50; Floor, $4.50; Interior, $3.50.

Kyanize Spar, $5.15; Cabinet Rubbing, $4.85; Interior and Floor, $4.85.

Luxeberry light, $4.72; Granite, $4.90; Spar, $5.62.

Ramsay's Universal, $3.75; Agate Floor, $3.95; 400 Hard Oil, $3.25.

"C. D. Big 4" Exterior, $5; Interior, $4.50; General purpose, $4.18; Furniture, $2.25.

Dougall Univernish, clear, $4.40; Transparent, spar, $4.90; Transparent, floor, $4.40.

Adelite, No. 103, Floor, $3.90; No. 105, Flat, $3.90; No. 100, Spar, $5.70. F.o.b. Montreal and Toronto.

Water Paints—Per 100 lbs. in 5 lb. packages—Frescota, white, $7.50; Decotint, white, $8.50; Coralite, white, $9; Perfecto, white, $8.50; Rockface, bbls., 250 lb., 5c; Opalite, 300 lb. bbls., 17½c; Opalite, 100 lb. pkg., 18½c; 1 gal. packages, per pkg., $1; ½ gal. package, per pkg., 52½c; Ramsay's "Ideal," 310 lb. bbls., 40½c; Sturgeon's Solpar, 40c.

Waste—Cream, polishing, 19½c.

White—xxx, 18½c; xx, 16½c; x, 15½c; xc, 14½c; xxx ex., 17c; xx grad., 16c; XLCR, 15c; X empire, 14c; X press, 13c.

Colored—No. 1, 13½c; No. 1A, 11½c; No. 17, 12½c; No. 1B, 10½c; Fancy, 14c; Lion, 12½c; Standard, 11c; Popular, 10c; Keen, 9c. Discount for quantity.

Wax—B-H Wax, 45c; Berry Bros., 70c; Imperial Floor Wax, 35c; Anchor, 38c; O.P.W. Lion Brand, 38c; Old English, 67c; Johnson's, 67c; Jamieson's liquid wax, gal., $3.50;Ramsay's, 45c; Martin-Senours, 38c; I. V. Wax, 38c; Sherwin-Williams, 60c; Solpar, $8.80 to $9.90; Crown Diamond, 40c; Hillcrest, 45c; Plymouth Rock, 45c; Champion white, 50c; Ad-el-ite paste, 45c.

Whiting—Plain, in bbls., $2.50; Gilders, bolted in bbls, $2.75.

Wood Alcohol—Per gal.—In five gallons, $1.75; Methylated Spirits, $1.90 to $2.55.

Wood Filler (Paste)—Kleartone—Forest green, fumed and mahogany—1 lb. cans, 30c a pound; 2 lb., 35c; 5 and 10 lb., 33c; 25 lb., 31c. Discount 50 per cent.

Wood Filler (Liquid)—Crown Diamond, per gal. in qt. tins, $1.70.

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Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Fence Plates.

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Genuine White Lead in Liquid form ready for use.



Sets up a new standard in paint.

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PIGMENT—Pure Government White Lead
LIQUID—{Pure Refined Linseed Oil
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and that's all!

Champion Pure Liquid White Lead

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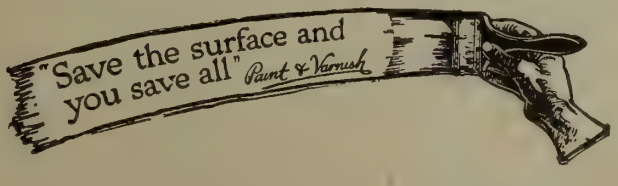
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Champion Liquid White Lead, ready for use, is a white lead paint of absolute purity, extreme covering power, fine texture, superior whiteness and excellent spreading properties. It is made direct from pure government standard white lead, with addition of Pure Refined Linseed Oil and Pure Spirits of Turpentine, ground and mixed through powerful machinery in scientifically correct proportions, which are always the same.

It stays in suspension—always ready for use—No breaking up—Saves time material and waste.

Show the formula guarantee on the label and your sale is made.

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Please send, free of charge, sample of Champion Liquid White Lead. Give prices and full particulars.
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Address.....
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Aluminum Ware Mfg. Co., Oakville.
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Veribest Aluminum Co., Toronto.
Sheet Metal Products Co., Toronto.

ASH SIFTERS
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Dunlop Tire and Rubber Goods Co., Toronto.
Henry Disston & Sons, Toronto.
Hobbs Manufacturing Co., London.
Richards Wilcox Canadian Co., London.
Samuel Trees & Co., Toronto.
S. C. Johnson & Son, Brantford.
White Machine Co., Windsor, Ont.
[Also see Wholesale Hardware Listings]

BARRELS (METAL)
W. D. Beath & Son, Toronto.

BRASS GOODS
James Morrison Brass Mfg. Co., Toronto.

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Richards Wilcox Canadian Co., London.
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Samuel Trees & Co., Toronto.

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Dunlop Tire and Rubber Goods Co., Toronto.
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BRUSHES AND BROOMS
Ever-Ready Safety Razor Co., Toronto.
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Rubberset Co., Ltd., Toronto.
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BUILDERS' CASTINGS
Katie Foundry Co., Galt.

BUILDERS' HARDWARE
Richards Wilcox Canadian Co., London.
Taylor-Forbes Co., Guelph.

CHAIN
B. Greening Wire Co., Hamilton.

CLEAN OUT DOORS
Katie Foundry Co., Galt.

CLOTHES REELS AND PULLEYS
Katie Foundry Co., Galt.
Taylor Forbes Co., Guelph.

COAL SHUTES
Katie Foundry Co., Galt.

CONVEYORS — OVERHEAD
Richards-Wilcox Canadian Co., London.

COBBLERS' SETS
Katie Foundry Co., Galt.
Taylor-Forbes Co., Guelph, Ont.

DRILLS
North Bros. Mfg. Co., Philadelphia, Pa.
Walker Twist Drill & Tool Co., Walkerville.

DRY COLORS
Brandram Henderson, Ltd., Montreal.
Martin-Senour Co., Ltd., Montreal.
McArthur-Irwin, Ltd., Montreal.
Sherwin-Williams, Ltd., Montreal.
Stewart & Wood, Toronto.

EAVETROUGH
Pedlar People, Ltd., Oshawa, Ont.

ENAMELED WARE
McClary Mfg. Co., London.
Sheet Metal Products Co., Ltd., Toronto.

ELECTRIC EQUIPMENT
Hurley Machine Co., Toronto.
Nineteen Hundred Washer Co., Toronto
W. A. Kribs & Co., Hespeler, Ont.

FENCING AND GATES
Banwell-Hoxie, Ltd., Hamilton.
Frost Wire Fence Co., Ltd., Hamilton.

FILES
G. & H. Barnet Co., Philadelphia.
E. C. Atkins & Co., Hamilton.
Henry Disston & Sons, Toronto.

FIRE-DOOR FITTINGS
Richards Wilcox Canadian Co., London.
Taylor-Forbes Co., Ltd., Guelph.

FIRE ESCAPES
Canada Wire and Iron Goods Co., Hamilton.
Dennis Wire and Iron Works Co., London.

FLATWARE
Canadian Wm. Rogers Co., Ltd., Toronto.

FLOWER POTS
Foster Pottery Co., Hamilton.

FLOOR WAX
Stewart & Wood, Toronto.
Sturgeons, Ltd., Toronto.
S. C. Johnson & Son, Brantford.

FURNACES
Canadian Stoves, Limited, Grimsby.
Galt Stove and Furnace Co., Galt.
Clare Bros., Ltd., Preston.
Hamilton Stove & Heater Co. Hamilton.
Gurney Foundry Co., Toronto.
Hall-Zryd Co., Ltd., Hespeler, Ont.
McClary Mfg. Co., London.
Pease Foundry Co., Toronto.

GALVANIZED WARE
Sheet Metal Products Co., Ltd., Toronto.

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Richards-Wilcox Canadian Co., London.

GLASS
Consolidated Plate Glass Co,. Toronto.
Hobbs Manufacturing Co., Ltd., London.
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GLOVES AND MITTS
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GRINDERS
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Taylor-Forbes Co., Ltd., Guelph, Ont.

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Taylor-Forbes Co., Ltd., Guelph.

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North Bros. Mfg. Co., Philadelphia, Pa.
Taylor Forbes Co., Guelph.

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Beatty Bros., Ltd., Fergus, Ont.
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Taylor-Forbes Co., Ltd., Guelph.

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Canadian Stoves, Limited, Grimsby.
James Morrison Brass Mfg. Co., Toronto.

HINGES — SPRING
Taylor-Forbes Co., Ltd., Guelph.

HOCKEY STICKS
Hall-Zryd Foundry Co., Hespeler, Ont.

ICE CREAM FREEZERS
North Bros. Mfg. Co., Philadelphia, Pa.

INJECTORS
James Morrison Brass Mfg. Co., Toronto.

IRONS — SAD
Taylor-Forbes Co., Ltd., Guelph, Ont.

IRONING BOARDS
Stratford Mfg. Co., Ltd., Stratford, Ont.

KITCHENWARE
Sheet Metal Products Co., Ltd., Toronto.

LADDERS
Stratford Mfg. Co., Ltd., Stratford, Ont.

LAMPS
Coleman Lamp Co., Toronto.

LAMP BLACK
L. Martin Co., New York.

LANTERNS
Coleman Lamp Co., Toronto.
Sheet Metal Products Co., Ltd., Toronto.

LAVATORY COMPARTMENTS
Dennis Wire and Iron Works, London.

LAWN MOWERS
Taylor-Forbes Co., Ltd., Guelph Ont.

LEVELS
Henry Disston & Sons, Toronto.

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Sherwin-Williams Co., Ltd., Montreal.
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Sturgeons, Limited, Toronto.

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Taylor-Forbes Co., Ltd., Guelph, Ont.

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Port Hope Mat and Mfg. Co., Port Hope, Ont.

METAL CEILINGS AND WALLS
Pedlar People, Ltd., Oshawa, Ont.

METAL LATH AND SHINGLES
Pedlar People, Ltd., Oshawa, Ont.

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Hobbs Manufacturing Co., London, Ont.
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Canada Paint Co., Montreal.
Sherwin-Williams Co., Ltd., Montreal.

OIL STOVES
Sheet Metal Products Co., Toronto.

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International Varnish Co., Ltd., Montreal.
Lowe Bros., Ltd., Toronto.
McArthur-Irwin, Ltd., Montreal.
Martin-Senour, Ltd., Montreal.
Ottawa Paint Works, Ltd., Ottawa, Ont.
Sherwin-Williams Co., Ltd., Montreal.
Stewart & Wood, Toronto.
Sturgeons, Ltd., Toronto.

PAINT BRUSHES
Meakins & Sons, Ltd., Hamilton, Ont.
Rubberset Co., Ltd., Toronto.

PAINTERS' SUPPLIES (JOBBERS)
Stewart & Wood, Toronto.
Sturgeons, Ltd., Toronto.

PARIS GREEN
Canada Paint Co., Montreal.
McArthur-Irwin, Ltd., Montreal.
Sherwin-Williams Co., Ltd., Montreal.

PISTONS AND PISTON RINGS
White Machine Works, Ltd., Windsor, Ont.

POST-HOLE DIGGERS
Richards-Wilcox Canadian Co., London.
Taylor-Forbes Co., Ltd., Guelph.

POTTERY
Foster Pottery Co., Hamilton.

PRISM GLASS
Hobbs Manufacturing Co., Ltd., London.

PUNCHES
North Bros. Mfg. Co., Philadelphia, Pa.

RAZORS — SAFETY
AutoStrop Safety Razor Co., Ltd., Toronto.
Ever-Ready Safety Razor Co., Toronto.
Gem Safety Razor Co., Toronto.
Gillette Safety Razor Co. of Can., Ltd., Montreal

REAMERS
Walker Twist Drill Co. of Canada, Walkerville.

ROOFING
H. S. Howland Sons & Co., Ltd., Toronto.

RULES
Lufkin Rule Co. of Canada, Windsor.

SASH AND SCREEN HANGERS
Phenix Mfg. Co. Milwaukee, Wis.

SAWS
E. C. Atkins & Co., Hamilton.
Henry Disston & Sons, Toronto.

SCALES
International Business Machines, Ltd., Toronto.

SCREEN DOORS AND WINDOWS
Kasement Skrene Dore Co., Toronto.

SILVERWARE
Canadian Wm. Rogers Co., Toronto.

SPOKE SHAVES
E. C. Atkins & Co., Hamiton.

STEPLADDERS
Stratford Mfg. Co., Ltd., Stratford, Ont.

STORE LADDERS
Richards-Wilcox Canadian Co., London.

SQUARES
Henry Disston & Sons, Ltd., Toronto.

STEEL LOCKERS AND SHELVING
Dennis Wire and Iron Works Co., London.

STAINS
[See Paints and Varnishes].

STORE FRONT CONSTRUCTION
Consolidated Plate Glass Co., Toronto.

STOVES AND HEATERS
Canadian Stoves, Limited, Grimsby.
Galt Stove and Furnace Co., Galt.
Gurney Foundry Co., Toronto.
Hall-Zryd Co., Ltd., Hespeler, Ont.
McClary Mfg. Co., London.

TANKS — STEEL AND WOOD
W. D. Beath & Son, Toronto.

TAPES
Lufkin Rule Co. of Canada, Windsor.

TAP HOLDERS
North Bros. Mfg. Co., Philadelphia, Pa.

TINWARE
Taylor Forbes Co., Guelph.
Sheet Metal Products Co., Ltd., Toronto.

TIRES AND ACCESSORIES
Ames, Holden, McCready, Limited.
Dunlop Tire and Rubber Goods Co., Toronto.
Samuel Trees & Co., Toronto.

TIRE PUMPS
Coleman Lamp Co. Toronto.

TOYS
A. C. Gilbert-Menzies Co., Toronto.

TROWELS
E. C. Atkins & Co., Hamilton.
Henry Disston & Sons, Toronto.

VALVES
James Morrison Brass Mfg. Co., Ltd., Toronto.

VARNISHES
Benjamin Moore & Co., Toronto.
Brandram Henderson, Ltd., Montreal.
Canada Paint Co., Ltd., Montreal.
Dougall Varnish Co., Montreal.
Imperial Varnish and Color Works, Toronto.
International Varnish Co., Montreal.
McArthur-Irwin, Ltd., Montreal.
Martin-Senour, Ltd., Montreal.
Ottawa Paint Works, Ltd., Ottawa.
Sherwin-Williams, Ltd., Montreal.
Stewart & Wood, Toronto.
Sturgeons, Ltd., Toronto.

VACUUM CLEANERS
Clements Mfg. Co., Toronto.

VISES
North Bros. Mfg. Co., Philadelphia, Pa.
Richards-Wilcox Canadian Co., London.
Taylor Forbes Co., Guelph.
Superior Vise Co., London.

WALL SIZE AND GLUE
Stewart & Wood, Toronto.

WASHING MACHINES AND WRINGERS
Bluebird Corporation, Brantford.
W. A. Kribs, Ltd., Hespeler, Ont.
1900 Washer Co., Ltd., Toronto.
Taylor Forbes Co., Guelph.

WATER WHEELS
Katie Foundry Co., Galt.

WINDSHIELD GLASS
Hobbs Manufacturing Co., Ltd., London.

WINDOW SCREENS
Burrowes Mfg. Co. Toronto.
F. W. Lawson Co., Toronto.

WINDOW WEIGHTS
Katie Foundry Co., Galt.

WOOD STAINS
Sturgeons, Ltd., Toronto.

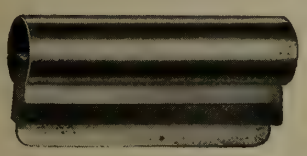
WHITE LEAD
Brandram-Henderson, Ltd., Montreal.
McArthur-Irwin, Ltd., Montreal.
Sherwin-Williams Co., Ltd., Montreal.
Stewart & Wood, Toronto.
Sturgeons, Limited, Toronto.

WHOLESALE HARDWARE
Hobbs Hardware Co., Ltd., London.
H. S. Howland Sons & Co., Ltd., Toronto.
Kennedy Hardware Co., Ltd., Toronto.
Rice Lewis & Son, Ltd., Toronto.

WIRE CLOTH
Canada Wire and Iron Goods Co., Hamilton.
B. Greening Wire Co., Hamilton.
Kasement Skrene Dore Co., Toronto.

WIRE FENCING
Banwell-Hoxie, Ltd., Hamilton.
Frost Wire Fence Co., Hamilton.

WOODENWARE
Stratford Mfg. Co., Stratford.
Walter Woods & Co., Hamilton.



SOMETHING NEW

For Your Winter Trade

LUTHER
POCKET SKATE SHARPENER

A cold winter means more skating and dull skates mean a good, healthy demand for Pocket Skate Sharpener. It's a handy little device that keeps skates sharp and hollow ground. Fitted with a genuine Dimo-Grit Stone, the hardest and fastest cutting stone known. Size and price both fit the pocket—the Pocket Skate Sharpener will be a real money-maker for you during winter months. Sold only in dozen lots—$4.50 per dozen—and an attractive display card is free with every dozen. Your jobber should be able to supply you—if he cannot, we'll see that you are supplied.

LUTHER GRINDER MFG. CO.

Dept. 60, 285 So, Water St.

MILWAUKEE, WIS. U. S. A.

Black Diamond File Works

Established 1863 **Incorporated 1895**

Twelve Medals of Award at INTERNATIONAL Expositions

Special Grand Prize GOLD MEDAL Atlanta, 1895



Copy of Catalogue will be sent free to any interested File User upon application.

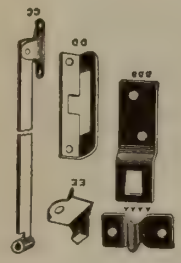
G. & H. BARNETT COMPANY
Philadelphia, Pa.

Owned and operated by
NICHOLSON FILE CO., PORT HOPE, ONT.

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PHENIX STORM SASH AND SCREEN HANGERS AND FASTENERS



Simple—easily applied—rust-proof—non-rattle—and practically unbreakable. Positively the best storm sash and screen hangers and fasteners you can buy. *Catalogue and discounts sent on requesi.*

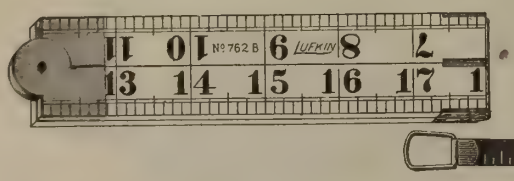


Phenix Manufacturing Company

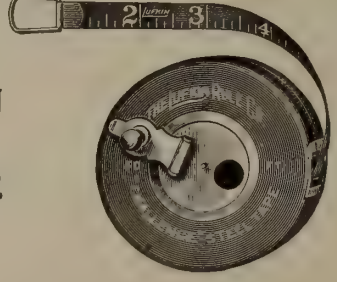
048 Centre Street MILWAUKEE, WIS.

TAPES LUFKIN RULES

RELIABLE







FAVOURABLY KNOWN BY USERS EVERYWHERE

MADE IN CANADA

STOCKED BY JOBBERS

THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.



"Save the surface and you save all" Paint & Varnish

"Save the surface and you save all" Paint & Varnish

Satinette

ENAMEL

A DISTINCTIVE LEADER

For Your Paint & Varnish Department

SATINETTE ENAMEL is in demand by those who know real enamel value for all high class finishing whether exterior or interior.
This already large demand will be materially increased by the extensive publicity campaign now being carried on among master painters and consumers. This campaign will bring forcibly to the attention of the buying public the superior quality of Satinette.

You will be called upon to furnish Satinette Enamel to your customers. No substitute will be acceptable.
The Satinette container as reproduced here if displayed on your shelves or counter will get sales making attention immediately.
Satinette Enamel is supplied in Gloss, Semi Gloss or Flat White, also in ivy or grey shades.

Satinette is only one of the many easy selling and profitable International Varnish Co's products. We manufacture a full and complete line of highest quality Varnishes, Stains, Paints and Enamels.

Order your supply of Satinette now. Write us for prices and full particulars on our complete line.

INTERNATIONAL VARNISH CO. LIMITED.

MONTREAL WINNIPEG **TORONTO** HALIFAX VANCOUVER



A Big Year for COLUMBIA

ALL records for sales of Columbia Dry Batteries were smashed in 1921. The demand was very large—due to the wide use of gasoline engines of every description requiring dry batteries for ignition, and the recognition of the public that Columbia Dry Batteries have the most "pep" and longest life.

Dealers should order their stock early through their Jobbers to make sure of securing a full supply of fresh, powerful Columbias.

Columbia Advertising

ONE factor in the success of Columbia Dry Battery sales is the consistently good advertising which has made Columbia stand for not only the best dry battery but the one battery which has been obtainable everywhere in uniformly good quality. The advertising plans for this year are the most comprehensive ever planned by the Company.



Leading newspapers, farm papers, and magazines will be used extensively. New window and store display material is being prepared. 1922 will see Columbia more widely advertised than any previous year—and that means much to the dealer.

CANADIAN NATIONAL CARBON CO., LIMITED

Toronto Montreal Winnipeg Vancouver

Columbia Dry Batteries

—they last longer

CT1

February, 1922 CANADIAN HARDWARE JOURNAL and the CANADIAN TIRE & ACCESSORY JOURNAL Have been consolidated into HARDWARE AND ACCESSORIES $1 Yearly

HARDWARE AND ACCESSORIES

PAINTS·ELECTRIC·HOUSEWARE·HEATING·LIGHTING·

Vol. 14, No. 2 OLD SERIES

Published Monthly by WESTON WRIGLEY 123 BAY STREET, TORONTO

Vol 3, No. 2 NEW SERIES

Established 1855

SAMUEL & BENJAMIN, LIMITED

FORMERLY

M. & L. SAMUEL, BENJAMIN & CO.

We carry in stock all the standard sizes in—

BLACK AND GALVANIZED SHEETS
TINNED SHEETS
TINPLATES
CANADA PLATES
BLUE POLISHED SHEETS
LONG TERNE SHEETS
ZINC SHEETS

CANADIAN SALES AGENTS

Goldstein Mfg. Co. Limited, Toronto - Seamless Brass and Copper Tubing
Mond Nickel Co. Limited, London, Eng. - Nickel 99/100%

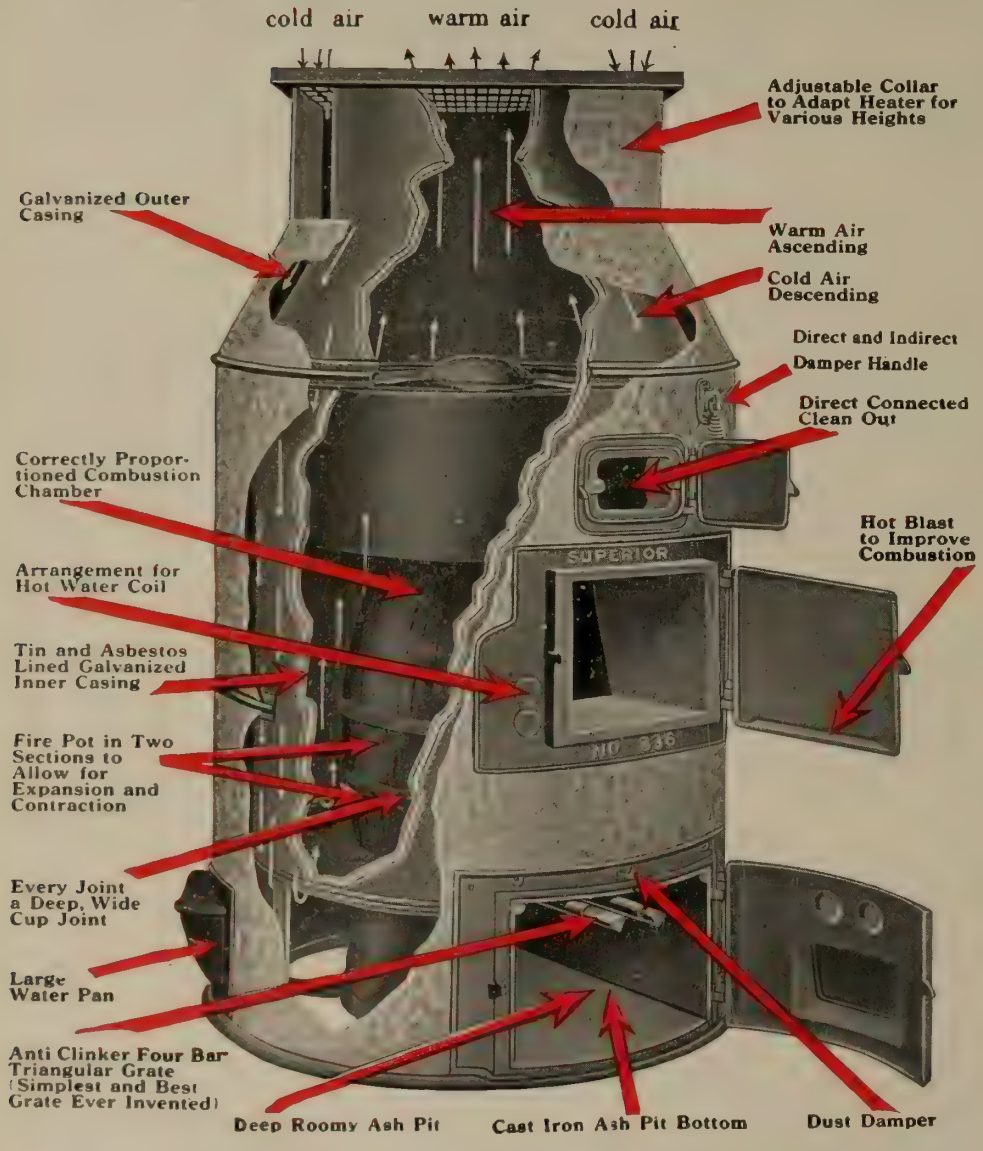
WRITE FOR OUR MONTHLY STOCK LIST

King St. and Spadina Ave. Toronto, Ontario

HAMILTON
HARDWARE CONVENTION NUMBER

SEE THE "PILOT" PIPELESS FURNACE AT THE HARDWARE EXHIBITION

We'll be at Booth No. 5 in the Armouries.



Mr. J. R. Hambly, ex-president, and one of the founders of the Ontario Retail Hardware Association, will be glad to explain the merits of the "**PILOT**" **PIPELESS** and the wonderful success dealers have had with it in all parts of Ontario.

Besides satisfied customers, the "**PILOT**" gives the dealer a generous profit.

Secure the agency in your district now.

Hall Zryd Foundry Company, Limited

Western Branch: Post Office Box 687, Winnipeg, Man.

Manufacturers of pilot Stoves, Ranges and Furnaces

HESPELER, ONTARIO

If you are keen on a live selling proposition, then by all means write us. There's nothing quite so full of "pep" in honest to goodness Hardware lines as "Aero" quality products.



Aero quality products are attractively put up —well advertisee, and easy to sell. "Aero" dealers are always busy because we co-operate with them in a helpful sales promotion plan.

EVERY MAIL BRINGS ORDERS

"OWL BRAND" ROOFINC SETS A NEW SALES RECORD

"Full steam ahead" is the standing order to the manufacturers—Owl Brand Roofing is blazing its own trail—dealers tell us that with Owl Brand Roofing they hope to mount up sales far in excess of previous years—new buildings must be put up, repairs will be made, and the dealer that carries a stock of Owl Roofing is sure of a bountiful harvest.

Public Demand For Owl Brand Roofing



WHY IGNORE THE OPPORTUNITY?

Owl Brand Roofing is the best made—a guarantee goes with every roll—108 sq. ft., 32 inches wide, nails, cement for seams and instructions for laying are included. Owl Brand labels are beautifully colored lithographs which make a very attracrive display.

FREE SAMPLES SENT ON REQUEST

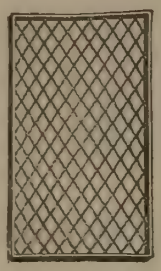
W. WALKER & SON LIMITED

WHOLESALE HARDWARE AND IRON MERCHANTS

10-16 ALCORN AVENUE, TORONTO

WE SELL ONLY TO THE WHOLESALE





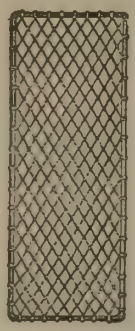
Hardwaremen! Act as our Agents

Every day in your district there is a need for some Dennis or Dennisteel product. A live hardwareman, with his eyes on building activities can make a good profit every week in the year from us.

Things We Make That You Can Sell

Steel House and Office Safes
Wire Window Guards
Steel Lockers etc.

Steel Cabinets
Wire Stockroom Enclosures
"Boca" Steel Sash



We also make

Steel Lavatory Compartments, Steel Chairs and Stools, Steel Shelving etc. Ornamental Iron and Bronze, Commercial Wirework of all kinds, General Builders' Ironwork



THE DENNIS WIRE AND IRON WORKS CO. LIMITED
LONDON
CANADA

Halifax	Toronto	Winnipeg
Montreal	Hamilton	Calgary
Ottawa	Windsor	Vancouver

"YANKEE" QUICK RETURN

In 3 Sizes



With spring in the handle to drive bit quickly.

Holds it extended for overhead work.

No. 130 — For all general work. Very popular.

No. 131 — Heavy pattern for general house carpentry and heavy screw driving. Becoming very popular.

No. 135 — Small size, for smaller screws, electric work, and wherever a large number of small screws are frequently driven. **Your Jobber will supply you.**

NORTH BROS. MFG.

Philadelphia, Pa.

Profit For The Poultry Man Can Mean Profit For You

You can share in the profits poultry raisers are making by having ready a line of poultry supplies that will meet their spring requirements.

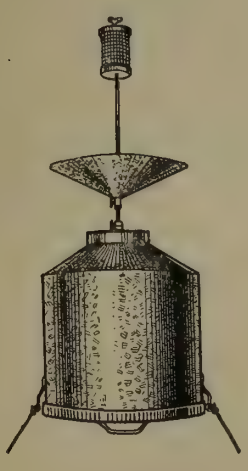
The Collins Never-Fail Poultry Supplies are just what your customers want. The are made to suit Canadian conditions. Their design is based upon actual experience and they give the poultry raiser results.

The Collins Never-Fail Dependable Sprayers are sure to give your customers satisfaction. They are built for easy operation and to stand hard use.

COLLINS NEVER-FAIL PRODUCTS, LIMITED

HAMILTON - CANADA

Collins Hen Pecked Feeder. Regulates the feed and keeps the hens working. It has increased egg production 100 per cent.



Collins Hen Pecked Feeder



Collins Brooder Hatcher

Collins Brooder Hatcher. A complete outfit for the beginner. Chicks are hatched and also brooded so that they are taken care of from the time they are hatched.

Never-Fail Potato Sprayer. Easy to operate, nothing to get out of order and low in price. Three features that make a sure seller.



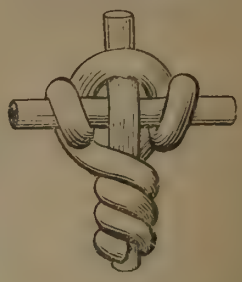
Never-Fail Potato Sprayer

For your
Tin Shop

Bright, Galvanized and copper wire



Hold-Tight



Lock

"Frost" Fence *for Big Business this year*

Of course you have noticed how keen and particular your farmer customers are these days.

They are looking to you for fence that will save them money and that is just exactly what Frost Fence does for them.

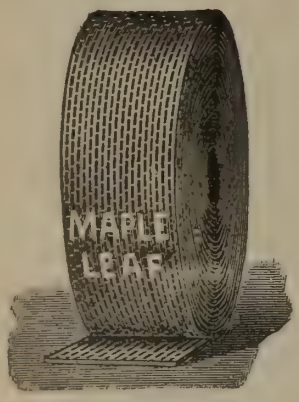
When you go after the farmer strong to buy Frost Fence *this* year you know that his good will is safe for your store—and you can talk price to him.

Every time he looks at his tidy looking Frost fence you are sure he will feel good towards you, for it will stand up tight and tidy years after ordinary fences are down.

It will pay you to remind farmers of the Frost Hold-tight Lock and other special features—and close sales with Frost low prices which compare favorably with those of any other fence the farmer can buy.

Frost Steel and Wire Company Limited, Hamilton, Canada

Galvanized and Bright Wire—Hay Wire and Bale Ties—Woven Wire—Farm, Factory and Ornamental Fences—Galvanized Gates———Manufacturers' Wire Supplies.



SOLE MANUFACTURERS OF THE CELEBRATED

"MAPLE LEAF" BRAND
STITCHED COTTON DUCK BELTING

STRONG DURABLE ECONOMICAL TRUE RUNNING

Mr. Hardware Merchant–Look over your stock and send in your orders **Now**, to secure present prices, as the cost of duck has been steadily advancing.



MAPLE LEAF BELT DRESSING

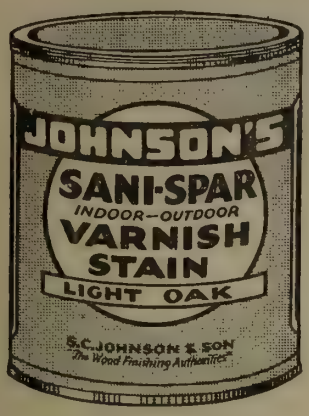
The Best for all Kinds of Belts

WRITE FOR SAMPLES AND PRICES

Quebec Branch: 51 Duluth Building, Montreal

DOMINION BELTING CO., LIMITED

HAMILTON - ONTARIO - CANADA



A Waterproof Varnish Stain

Here's a waterproof Varnish Stain which will not turn white. Gives wonderful results on furniture, floors, woodwork and all interior and exterior surfaces. It is not affected by ammonia, alcohol, steam, hot water, or toilet water, perfume, etc.

JOHNSON'S SANI-SPAR VARNISH STAIN

For refinishing in color where one doesn't care to go to the trouble or expense of removing the old finish. Saves time, money, labor and material. One coat gives the color and a beautiful, hard, durable finish. It dries dust-free in two hours and hard over night.

A few of the many uses for Sani-Spar

Boats of all kinds—automobiles—air craft—interior and exterior of buildings—outside doors—screen doors—floors — linoleum—oil cloth—bath rooms—kitchens—stables—garages—dairies—furniture—school desks—office desks—counters—cafe and restaurant tables—refrigerators—church and opera furniture—hospital floors and furniture—etc., etc.

ONLY FOUR SHADES to Carry

Hardware dealers can put in a complete stock of Johnson's Sani-Spar Varnish Stain with a small investment for it comes only in four sizes (quarts, pints, half-pints and quarter-pints) and in Natural and four shades as follows: Light Oak, Dark or Golden Oak, Mahogany and Walnut. All shades may be lightened by adding Natural Sani-Spar Varnish.

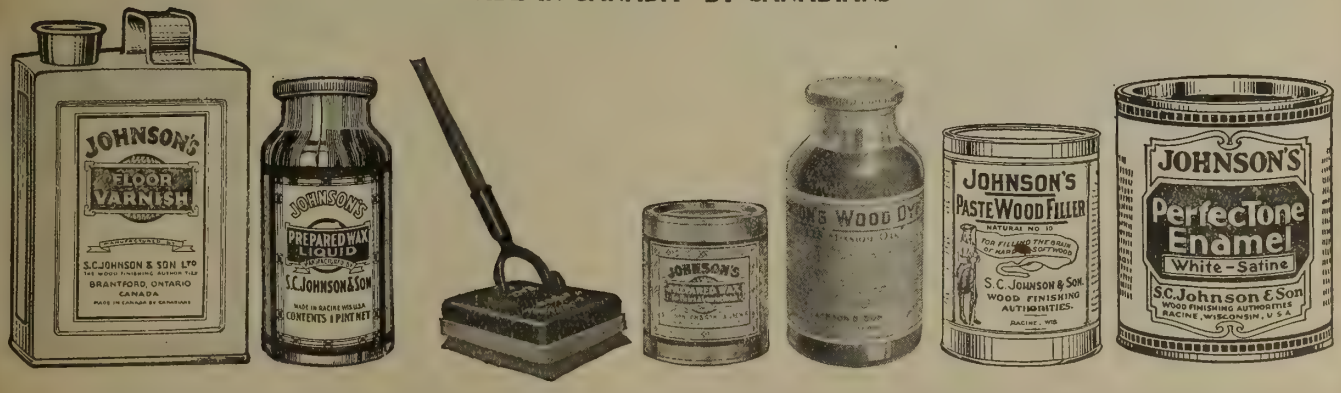
Johnson's Sani-Spar Varnish Stain is well canned—beautifully labeled—will be well advertised and gives you a good margin of profit. Write us for further particulars.

S.C. JOHNSON AND SON, LIMITED

"The Wood Finishing Authorities"

BRANTFORD

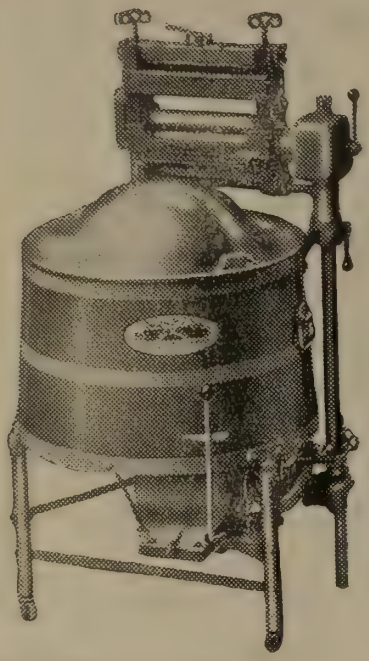
MADE IN CANADA—BY CANADIANS



Meet us at Booth 57 in the Armouries at the Hardware Convention, Hamilton

Look up the *Maxwell* Exhibit

when you visit the convention



SEE for yourself the excellence of Maxwell products. This event will provide you with an opportunity to compare the virtues of the goods you recommend to your customers. They are going to buy carefully. So must you. Maxwell products will stand your inspection.





"MON-O-VAC"
Electric Vacuum Washer

Has a special ¼ H.P. adjustable motor (below tub—aids stability) and capacity equalling 8 sheets. Carefully constructed; tub of cypress wood to retain heat.

Maxwell's "HOME" Washer

A hand washer with high speed balance wheel and ball bearings which ensure smooth and gentle running. Capable of washing any weight or texture of fabric.



Maxwell's H & P Washer

Combines all the good features of the Home Washer and in addition is adapted to either hand or power use.

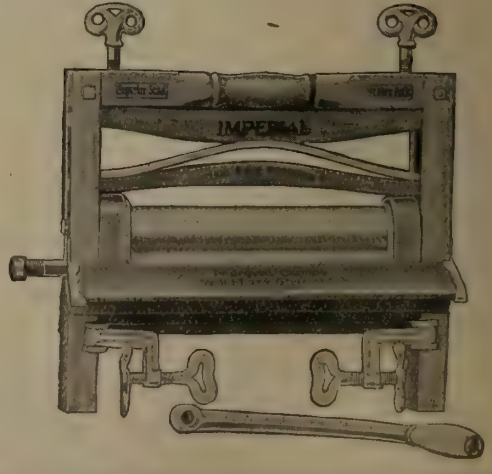
"MINIMAX"
Dolly Type Electric Washer

"Wing" design, easily-operated, noiseless and with gears completely enclosed. Wringer is adjustable and may be used independent of washer.

MAXWELL Products include Washing Machinss, Churns Food Choppers, Pumps, Lawn Mowers, and a complete line of Farm Implements

"IMPERIAL Clothes Wringer"

One of Maxwell's several excellent types. Has covered gears, ball bearings and improved clamp to fit any tub.



MAXWELL Made-in-Canada Products stand out against a background of half a century of fine workmanship and reliability.

MAXWELLS LIMITED

ST. MARYS, ONT.

Representatives

Bissett & Webb, 126 Lombard Street Winnipeg
Jas.S.Parkes & Co., 290 St.Paul St.W. Montreal

Including
CANADIAN HARDWARE STOVE AND PAINT JOURNAL
Established 1909

HARDWARE AND ACCESSORIES
PAINTS·ELECTRIC·HOUSEWARE·HEATING·LIGHTING·

Including
CANADIAN TIRE AND ACCESSORY JOURNAL
Established 1906

Published Monthly by Weston Wrigley, 123 Bay St. Toronto.
Subscription Rates $1.00 per year in Canada, $2.00 to Great Britain and Her Dominions and the United States.

VOLUME 14 TORONTO FEBRUARY 1922 NUMBER 2

MUTUAL FIRE INSURANCE IS POPULAR

A dozen years ago J. Walton Peart, of St.Marys (now of Regina), then vice-president of the Ontario Retail Hardware Association, assisted by Past President Brockelbank and Secretary Wrigley, strove hard to organize a Mutual Hardware Insurance Company in affiliation with the O. R. H. A., and to arrange with the Hardware Mutuals in the United States for re-insurance. The obstacles were too great and the effort had to be abandoned.

Two years ago, however, C. L. Clark, representing the Minnesota and Wisconsin Hardware Mutuals and the Minnesota Implement Mutual, opened a Canadian office at Winnipeg and made the necessary cash deposits, etc, with the Dominion Government to enable them to operate in Canada, commencing business with Merchants in the Western Province, and, when their proposition met with approval at the O. R. H. A. convention at Hamilton in February, 1921, sought business on a large scale in Ontario.

Mr. Clark will be one of the speakers at the hardware convention at Hamilton, Feb. 14 to 18, and the report of progress for the past years work will be heard with interest. It will not be surprising to hear that between five and ten million dollars of fire insurance has been placed with the Hardware Mutuals by Ontario Hardwaremen during their first years operation in this Province.

Already some Canadian hardwaremen have received cheques for refunds of fifty per cent of their insurance premiums for 1921.

While fifty per cent is a splendid saving to make some United States hardware Mutuals are doing even better, two, the Illinois and the Washington Hardware Mutuals, paying sixty per cent rebates to hardware association members. The three Mutuals represented by Mr. Clark, as well as the National, the Pennsylvania and the Iowa Mutuals all pay fifty per cent, the Ohio Mutual pays forty per cent, and the Hardware Mutual Casualty Co, doing business in plate glass insurance, pays thirty three and one third per cent rebate on premiums.

The time will probably never come when the insuring public and the stock fire insurance company will agree upon the cost of fire insurance. The individual policy holder pays out his money for premiums year after year without having a fire, and to him any rate seems too high. The stock insurance company experiences a constantly increasing loss ratio and to it no rate seems more than adequate. Ever since the days of the sunny-faced Lloyd of coffee-house fame in London, where fire insurance had its birthplace, the difference of opinion, more or less bitter, has existed.

The stock fire insurance company can never tell just what its outstanding policies will cost it by way of loss claims. It must accumulate and use the experience of a great many companies and make its rate high enough to cover all its accumulated experience, with certain contingencies added, such as conflagration danger, exposure to other risks, etc. It would not be a safe company to insure with if it did not do this, for the reason that a stock company cannot compel additional payments from policy-holders. A mutual company has such recourse, which is the source of strength and avoids the necessity of accumulating cash assets.

Fire insurance is a commodity of such prime and imperative necessity—our whole structure of credit is built upon it—that it must be carried. It is a tax upon commerce to guarantee its stability by throwing upon the whole body the fire losses of its individual members.

There are many who believe that because fire insurance is a tax and a necessary one it should be laid as lightly as possible and attended with the least possible expense and that where in the actual experience of the year the losses and necessary expenses do not absorb the premium tax the excess charged should be returned to the policy-holders, or the charges levied after the losses and expenses become a known quantity.

This is the principle of the mutual company and years of experience have proven its soundness. The life of Hardware Mutuals in the United States have now been in successful operation for nearly a quarter of a century, their percentage of failures has been lower and their record in loss settlement better than those of any other form of fire insurance.

"IF YOU want to work in the kind of a town
That's the kind of a town you like,
You needn't slip your cloths in a grip,
And start on a long, long hike.
"You'll find elsewhere what you left behind,
For there's nothing that's really new.
It's a knock at yourself when you knock your town.
It isn't your town—it's You."

How to Handle Your Competitor

Written for Hardware and Accessories by Dr. Frank Crane.

IT is a mistake to suppose that you have to fight your competitors. Nothing was ever permanently gained by fighting. For fighting of any kind is pure destruction.

Your competitor does not have to be your enemy. He can be your friend.

Competition does not kill trade; it builds trade, stimulates trade, and makes new trade.

This is based on the natural law that no one person can suit everybody. No man can get all possible business in any community. His personality attracts some and repels others. Wherever there is a lot of business for one man there is business for somebody else.

This is proved by the fact that in any big city business houses in the same line group together. We find most of the piano houses in one part of the town. Most of the automobile concerns are strung along a certain section of Broadway, New York. The silk merchants, the hat manufacturers, and so on, each have their district. This proves that in the practical working out of business it pays a man to locate in the neighborhood of his competitors.

It is not true that there is just so much business to be had, and that a rival cuts your trade in half. As a rule the more tradesmen the more trade. A good lively competitor will increase your custom.

Two grocers in the same block will do more business than if there were only one, and if the other grocer is good it is a more valuable competitor to you than a poor one.

"Where the carrion is there the eagles are gathered together."

So runs the proverb. And where no eagles hover there is slim picking.

Don't hate your competitor. Hate is always expensive. Get acquainted with him. You may learn something.

Don't knock your competitor. It sounds bad, and it is bad. Be a good sport. Play the game. Keep good natured.

Beat your competitor if you can, but remember that the surest way to beat him is to sell better goods, give prompter service and have more courteous work-people Don't fight by cutting prices. Keep your margin of profit fair.

If your competitor lies about you, or uses underhand methods to harm you, don't worry. He is cutting off his nose to spite his face. He cannot fool all the people all the time. Straight business and good nature win out always in the long run.

Your competitor will do you a deal of good if you keep your eyes open. He will keep you from slumping. He will make you energetic, careful, more attentive to business, and altogether will be a good tonic for you, if you know how to use him.

There is business enough for both of you. Go after it.

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THE HARDWARE ROUND TABLE

LITTLE CHATS ABOUT SALESMANSHIP AND BUSINESS METHODS

IT WON'T ALWAYS RAIN

At a certain important directors' meeting held the other day, one large stockholder was prophesying dire calamities for the business. Conditions were bad, he avowed, sales were *nil* and profits were less than nothing. Surely business was going to the "demnition bow-wows."

Then, smilingly, another executive broke into the monologue. "George," he said, turning to the pessimistic stockholder, "how far can a dog run into the woods?"

"Why, damn it all, Will, I suppose a dog can run into the woods as far as he likes," responded the down-cast director, a bit nettled at such a triviality.

"You're wrong," snapped the executive, "after a dog runs half way INTO the woods he is beginning to run OUT!"

ORGANIZE—GET TOGETHER—CO-OPERATE

Associations and clubs are bringing business men together in all walks of life and phases of activity. In the cities the Rotary and Kiwanis clubs have set a high standard for public and social service and have broadened thousands of men who otherwise would have confined their activities to their store or office, their home and, possibly, on Sunday their Church.

Few lines of business are now without a trade association, and in Ontario many towns and cities now have local hardware clubs in addition to their provincial Ontario Retail Hardware Association.

Discussing the increasing demands of organized movements upon the time and attention of business men, Harvey Whipple, in Building Materials, recently analyzed the benefits of men getting together in trade associations as follows:

The average man goes through life dividing up himself and his interests into three parts—One part social relations; One part work—which in itself is a social service; One part hobby—which is to keep him mentally and physically fit for the other two.

At every step of analysis of our human activities we are impressed with our complete dependence upon others.

Alone a man would be beating out his own trails through a wilderness—subsisting on roots and berries. He is freed of such a bondage only be his dependence upon organized effort.

A man rears himself to a great height on foundations of the co-ordinated knowledge of others.

Whatever a man's special calling or means of livelihood, his wits are but utilizing the data that have been assembled, analyzed and arranged by others. It has been said that the measure of a man's mental balance is in his ability to co-operate.

It seems that in spite of our impatience with the sometimes cumbersome movements of organized human beings—that organized effort *does* get farther and upon surer ground; that, selfishly as a man may think he can best go it alone, he is dependent, consciously or not, upon the progress in knowledge which others make for him; that a man who does not assist an organized movement that is preparing the very road which he himself must travel, is not only an ingrate, but a fool.

Civilization got its start when two pre-historic men stopped hurling rocks at each other and got their heads together over the same camp fire.

Co-operate. If you have a good idea, share it with somebody else.

HARDWARE CODE OF ETHICS

Here is the Code of Ethics adopted by the National Retail Hardware Association in the United States as a set of rules to govern jobbers and retailers in their relationship with one another.

1. It is not within the wholesaler's function to quote prices to consumers. All sales to consumers should be made through the legitimate retail merchant.

2. Hardware jobbers should not sell to merchants not engaged in the retail hardware business merchandise not intended for regular resale purposes.

3. Price reductions by manufacturers should be promptly passed to the retail merchant, and by him to the public.

4. Cash discounts should be taken only within the specified or agreed time.

5. Bills should be paid promptly according to specified terms. In no case is the retail merchant justified in delaying his remittance for a longer period, except by special arrangement, in which case he should be willing to pay a legitimate interest charge for the accommodation.

6. Merchandise shipped on regular order should not be returned without permission from the seller. Such permission should not be requested after the lapse of a reasonable period, and in no case should such return shipment be made "freight collect."

7. The retailer should accept railroad responsibility for goods delivered by the shipper to the railroad in good order.

8. Buyers should not violate the confidence of prospective sellers by divulging price quotations.



The Armouries, Hamilton, Ontario.

HAMILTON CONVENTION PROGRAM

TUESDAY, FEBRUARY 14th

Royal Connaught Hotel

8.30 A.M. Secretary's Office, located on Mezzanine floor, open for registration of members and guests, distribution of badges and general information.
9.45 A.M. Convention Hall on Mezzanine floor, Community singing.
10.00 A.M. (Promptly). Opening session, President Nelson Mills presiding.
Song—"God Save the King."
Invocation—Rev. Dr. W. H. Sedgewick, Minister Central Presbyterian Church, Hamilton.
Annual Address—President Mills.
Civic Welcome—Mayor of Hamilton.
10.30 A.M. Question Box—Ed. Wanless, Chatham, presiding. Special topics for the day questions 1 to 6 inclusive.
11.00 A.M. "The maintenance of established resale prices on well advertised products"—H. J. Haire, The Alabastine Co., Paris.
11.30 A.M. How Dealers may successfully advertise—L. R. Green, Advertising Manager, Tucketts Limited, Hamilton.
12.00 A.M. Appointment of Convention Committees and introduction of new business by members.
12.30 P.M. Adjournment.
1.00 P.M. Opening of Hardware Exhibition at the Armouries, John St., North. Hours: 1 to 10 o'clock.
During the afternoon, only merchants and ladies accompanying them will be admitted to the Exhibition.
These hours every day are reserved for business intercourse between exhibitors and those who buy to re-sell or use the products exhibited.
Members and their ladies require no admission tickets, their badges are credentials at all hours.
Non-members and other buyers will be provided with "Merchants' Tickets" by Exhibitors or by Secretary at booth No. 99 (to the right at main entrance) on entering the Exhibition.
7.00 P.M. Exhibition open to the public. Children unaccompanied by parents not admitted. Prospective buyers will have an excellent opportunity to witness demonstrations of articles which they purpose purchasing.
10.00 P.M. Closing hour.

WEDNESDAY, FEBRUARY 15th

8.30 A.M. Secretary's Office open on Mezzanine floor of Hotel.
9.15 A.M. Community singing.
9.30 A.M. (promptly). Convention Hall. Question Box—George E. May, Toronto, presiding. Topics for the day. Questions 7 to 12 inclusive.
10.30 A.M. Reports of Officers and Committees.
Treasurer's Report.
Secretary's Report.
Auditor's Report.
11.00 A.M. The Banker and the Retailer—J. P. Bell, General Manager of the Bank of Hamilton.
11.30 A.M.—Hardware Mutual Fire Insurance—C. L. Clarke, Winnipeg, Canadian Manager, Canadian Hardware & Implement Underwriters.
12.00 A.M. "Business Disease"—T. J. Penberthy, Lowe Bros. Toronto.
12.30 P.M. Adjournment.
1.00 P.M. Hardware Exhibition at the Armouries.
Afternoon for Buyers and Representatives of Business Houses. Evening open to the public.
7.700 P.M. Association Banquet for ladies and men. Royal Connaught Hotel. Tickets, $2.50 each.
John D. Wells, Managing Editor "Buffalo Times," will speak at the Banquet. Subject: "Whoa" (full of wit and humor).

THURSDAY, FEBRUARY 16th

9.15 A.M. Convention Hall. Community Singing.
9.30 A.M. (promptly). Question Box—H. N. Joy, President Hardware & Paint Dealers Club of Toronto, presiding. Topics for the day. Questions 13 to 12 inclusive.
10.00 A.M. "Save the Surface" Campaign and how to hook up with it.—H. E. Mihell, Imperial Varnish & Color Co., Toronto, Executive Member Save the Surface Campaign Committee.
10.30 A.M. "Economics as applied to every day business."—Professor W. C. Clark, Director of courses in Commerce, Queen's University.
11.00 A.M. "Business conditions and prospects—Our joint responsibility in building up and maintaining Canadian Prosperity."—J. R. Shaw, V.P., Canadian Manufacturers' Association.
Mr. Thos. Birkett, President Wholesale Hardware Association.
12.00 A.M. The Association Price Book, introduced by Secretary.
Open discussion by members.
12.30 P.M. Adjournment.
1.00 P.M. to 6 P.M. Hardware Exhibition at Armouries open to Buyers and Dealers.
6.30 P.M. Complimentary Banquet tendered by the Hardware Manufacturers of Hamilton.
7.00 to 10.00 P.M. Exhibition open to the Public.

Every buyer will be furnished with a Buyer's Card. On making a purchase from an Exhibitor he will present the card and have entered on it the name of exhibitor from whom he buys goods, and the approximate amount of the purchase, (entries to be made by salesman). Have each exhibitor from whom you buy do the same.

Cash and other awards will be made in two ways: (a) several graded awards to buyers of the largest aggregate purchases, (b) several graded awards to dealers who buy from the largest number of exhibitors.

At the close of the Convention, hand or mail the card to the Association Secretary.

FRIDAY, FEBRUARY 17th

9.15 A.M. Convention Hall. Community Singing.
9.30 A.M. Question Box.
10.00 A.M. Reports of Committees.
Resolutions.
Nomination of Officers.
Election of Officers.
Unfinished business.
10.30 A.M. Visit new factory Libbey Owens Sheet Glass Co.
1.00 P.M. Visit Hardware Exhibition, finish buying, and file buyer's cards with the Secretary at booth No. 99 or mail to him at Prescott, Ont.

CONVENTION QUESTION BOX

1. How closely should we follow declining markets in adjusting our selling prices?
2. Are the Jobbers as prompt as they should be in meeting the declining market?
3. What shall we do with wage question as the high living costs decline.
4. How can the cost of doing business be cut, and maintain service.
5. What new lines did you add during 1921, that have proved profitable.
6. How many dealers present pay a bonus on sales by Clerks?
7. Could not active steps be taken by this Association to prevent Wholesalers from doing a Retail business?
8. What is the best way to get results from advertising folders, etc., as furnished by manufacturers?
9. How much should a dealer pay for goods he takes out of stock for his own use?
10. What should properly be included in over-head Expenses?
11. What is the average wage paid Clerks, Tinsmiths, Plumbers? Have any reduced wages yet?
12. Has any one definite information regarding workshop in connection with store? Does it pay?
13. What is the best way to handle slow accounts without offending customer?
14. What is the average percentage of loss on credit accounts?
15. Have any members successfully turned a Credit Business into a Cash Business? How was it done?
16. In changing Credit to Cash business would it be advisable to allow monthly accounts to telephone customers, and to customers who are building or painting?
17. How do you proceed to collect tough accounts?
18. What experience have dealers present had in handling Auto Supplies, Tires, etc., in a small town? Do they find it profitable, or is most of the business going to garages. If hardware dealers get bulk of business, how do they do it?
19. What are the advantages or disadvantages of marking selling prices in private code?
20. Why are cheap Platform Scales still three times the pre-war price?

O. R. H. A. OFFICERS 1921-2

PRESIDENT

Nelson Mills	Hamilton

VICE-PRESIDENT

George E. May	Toronto

TREASURER

John Caslor	Toronto

PERMANENT SECRETARY

W. F. Macpherson	Prescott

EXECUTIVE

F. B. Smith	Belleville
W. J. Bell	Beeton
R. Hawkins	Smiths Falls
E. Wanless	Chatham

AUDITORS

Geo. Mathewson	Toronto
J. W. Peacock	Toronto

PAST PRESIDENTS

1906 A. W. Humphries	Parkhill
1907 W. G. Scott	Mount Forest
1908 J. R. Hambly	Barrie
1909 D. Brocklebank	Arthur
1910 D. Cinnamon	Lindsay
1911 R. C. Chown	Belleville
1912 M. S. Madole	Napanee
1913 H. Occomore	Guelph
1914 W. F. Macpherson	Prescott
1915 C. W. Conn	Tillsonburg
1916 W. J. Carter	Picton
1917 J. N. McGregor	Oakville
1918 D. A. Macnab	Orillia
1919 A. J. Wright	Hamilton
1920 E. Wanless	Chatham

HONORARY SECRETARY

Weston Wrigley	Toronto

CONVENTION WILL BE LARGELY ATTENDED

Splendid program and entertainment features arranged—One hundred Displays at Exhibition in Armouries—Single fare railway rates on certificate plan.

Hamilton is again the Mecca toward which hardware men from all parts of Ontario will turn their faces during the third week in February.

The seventeenth annual convention of the Ontario Retail Hardware Association is to be held in Hamilton Feb. 14 to 18 and past experience has shown the popularity of the "Hardware " City as a convention center.

This year with the membership in the Ontario Association doubled in number, the prospects indicate that the number of retail buyers attending will probably be larger than at any previous convention.

One hundred exhibitors will also help swell the attendance and endeavor to make it profitable for visiting retailers to attend the convention. The new lines of goods to be shown are numerous and those exhibitors who do not exhibit new lines will have new selling ideas and suggestions to make to visitors who call at the various booths and examine the lines displayed.

ONE HUNDRED EXHIBITS

Every afternoon the Hardware Exhibition in the Armouries will be open to retailers and their wives and there is little enough time for inspection of the displays which will be brought together at a cost of thousands of dollars. The wise retailer will, therefore, allow nothing of a social nature from preventing him to give the time necessary for a thorough and systematic study of the exhibits.

In appreciation of the heavy expense entailed by the exhibitors ,the O.R.H.A. are this year encouraging dealers to place orders at the Exhibition. Every member and visiting merchant will be given a buying card and have entered on it the name of each exhibitor from whom he buys goods and the amount of the purchase. (Entries made by the salesman.) Cash awards to buyers will be paid in two ways (a) several graded awards to buyers of the largest aggregate purchases; (b) other graded awards to dealers who buy from the greatest number of exhibitors. This system will develop spirited buying and it will insure the filing of cards because the cash awards will total several hundred dollars.

CONVENTION MEETINGS

All the convention meetings will be held at the Royal Connaught Hotel in the mornings and evenings, leaving the afternoons free for the exhibition.

The program for each morning provides for many interesting discussions on important trade problems and in such a period as the hardware trade is now experiencing every dealer who can should attend each session as it is the one place where hardware dealers can meet with open frankness and exchange ideas.

It is a liberal education to attend a state convention None are so successful, or so keen, or so perfect hardware men that they cannot be benefited by contact with friendly competitors. They are broadened by this contact, glean new views, see how others make collections, buy their stock, advertise their wares and run their stores. They only have this opportunity at conventions and this opportunity comes only once each year.

The finest tonic in the world for new enthusiasm in your store is to attend the hardware convention. You listen to talks from successful men on business problems. You discuss with other hustling hardware dealers what they are doing and the ideas you pick up there, when applied to your own stores help to rejuvenate business.

ENTERTAINMENT FEATURES

Banquets are billed for Wednesday and Thursday evenings, the first to be under the auspices of the Ontario Retail Hardware Association themselves. In previous years it has been customary for a jobbing house to act as host but this year the Association is host and it is a Dutch treat affair, tickets being $2.50 each. No retailer or exhibitor need stay away because the invitations are limited or the guest is not a customer of the host.

On Thursday evening the Hamilton hardware manufacturers are tendering a complimentary dinner to all members of the Retail Hardware Association.

On Friday a visit to the new glass factory of the Canadian Libby-Owens Sheet Glass Co., is on the program, the process of glass making being one which few hardware dealers have had an opportunity of seeing.

The railways have arranged to issue certificates to all who buy one way tickets to Hamilton for the convention. These certificates will be signed at Secretary MacPherson's office and on payment of 25 cents a return ticket will be issued free providing 300 or more certificates are deposited, which is easily assured.

PRESIDENT MILLS SAYS "COME"

To Hardware Merchants of Ontario:

The coming Convention in February at Hamilton promises to be the most important ever held in our history.

Men! I urge you to lay aside your business cares and join us there.

The Association never was so valuable as it is at the present time, and a few days spent at the Convention will be handsomely repaid in learning what the other fellow has to say. You owe it to yourself. You owe it to your business. You owe it to the Association. Come prepared to do your part as the situation may require in the many important questions and topics which are sure to be presented. You will have the privilege of listening to talented speakers, men of ability, men of authority, men who have accomplished something in life and men who will inspire you with higher ideals; the kind that help everybody and hurt nobody.

The foundation and structure of our Association is based upon increased numerical strength, retaining membership already obtained, having members grow and broaden through mixing with others at Convention, and rising with the experience gained in their daily business.

The exhibition this year will absolutely eclipse any ever held in former years. There will be thirty more exhibitors. The Retailers' Banquet and entertainment on Wednesday evening will be a big feature of the Convention.

I am sure you will find a trip to Hamilton this year both pleasant and profitable, and I take pleasure in extending to each and every Hardware man in Ontario a sincere and cordial invitation to "Come."

NELSON MILLS
President O.R.H.A.

LIST OF EXHIBITORS

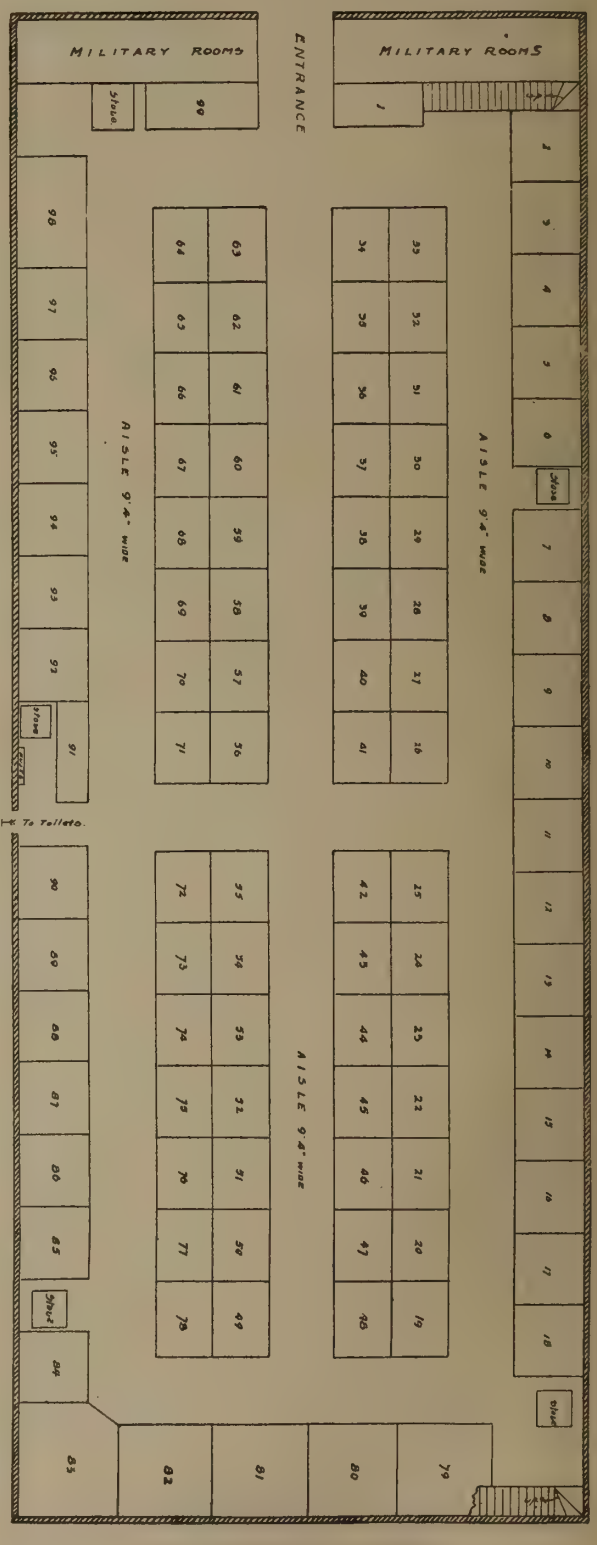
Booth No.	Exhibitors	Address
1	Muck Furnace Co.	Chatham
1A	Hardware & Accessories	Toronto
2	Coleman Lamp Co., Ltd.	Toronto
3	Bird & Son Limited	Hamilton
4	The Alabastine Co., Ltd.	Paris
5	Hall Zryd Foundry Co.	Hespeler
6 & 7	The Gurney Foundry Co., Ltd.	Toronto
8 & 9	Sanderson Pearcy Co., Ltd.	Toronto
10 & 11	Can. Fdry. & Forgings Co., Ltd.	Brockville
12 & 13	Consumers Cordage Co., Ltd.	Montreal
14	R. McDougal & Co., Ltd.	Galt
15	National Electric Heating Co., Ltd.	Toronto
16	Aluminum Specialty Co.	Toronto
17	Slade Manfg. Co., Ltd.	Owen Sound
18	McFarlane Mfg. Co.	Toronto
19	Canadian National Carbon Co., Ltd.	Toronto
20	Durham Duplex Co., Ltd.	Toronto
21	Equator Manfg. Co.	Hamilton
22	Stewart & Wood Ltd.	Toronto
23 & 24	McClary Manfg. Co., Ltd.	London
25	Standard Paint & Varnish Co.	Windsor
26	Benjamin Moore Co., Ltd.	Toronto
27	Norman Macdonald	Toronto
28	Hardware & Metal	Toronto
29	Kasement Skrene Dore Co.	Toronto
30	Louden Machinery Co.	Guelph
31	Taylor Bros. Cutlery Co.	Hamilton
32 & 33	Can. Cycle & Motor Co.	Weston
34	Industrial Varnish Co.	Hamilton
35	Aluminum Ware Mfg. Co., Ltd.	Oakville
36	N. Slater Co., Ltd.	Hamilton
37	Perfection Stove Co.	Sarnia
38	Ideal Aluminum Products, Ltd.	Toronto
39	Brantford Computing Scales Co.	Brantford
40	The Home Products Co.	Hamilton
41	Oneida Community Ltd.	Niagara Falls
42	Lowe Brothers, Ltd.	Toronto
43	Auto Strop Safety Razor Co.	Toronto
44	A. R. Lundy, 257 King W.	Toronto
45	International Business Machines Co., Ltd.	Toronto
46	Rae Machine Tool Works	Hamilton
47 & 48	Can. Needle & Fish Tac Co.	Toronto
49 & 50	Canadian Westinghouse Co., Ltd.	Hamilton
51 & 52	Glidden Varnish Co.	Toronto
53 & 54	Hamilton Stove & Heater Co.	Hamilton
55	Richards Wilcox Canadian Co.	London
56	Newell Manfg Co.	Prescott
57	S. C. Johnson & Sons	Brantford
58	Premier Tire Rubber Co.	Toronto
59	Toronto Asphalt Roofing Mfg. Co.	Mount Dennis
60	Geo. Cooke Company	Toronto
61	Richardson & Bureau	Montreal
62	Gendron Manufacturing Co. Ltd.	Toronto
63	Can. Consolidated Plate Glass Co.	Toronto
64	Monitor Stove Co.	Toronto
65	Thos. Davidson Mfg. Co.	Montreal
66	Doherty Manfg. Co.	Sarnia
67	Meakins & Sons Ltd.	Hamilton
68	Pease Foundry Co., Ltd.	Toronto
69	The Boulton Paint Co.	Toronto
70	Canadian Buffalo Sled Co.	Preston
71	Duro Aluminum Limited	Hamilton
72	D. Moore Co., Ltd.	Hamilton
73	E. C. Atkins & Co.	Hamilton
74	D. G. Moody, Veribest Aluminum	Toronto
75	The Boeckh Co., Ltd.	Toronto
76 & 77	Banwell Hoxie Co., Ltd.	Hamilton
78	Hoover Suction Sweeper Co.	Hamilton
79	Stratford Manufacturing Co., Ltd.	Stratford
80 & 81	Steel Co. of Canada	Hamilton
81 & 81	Steel Co. of Canada	Hamilton
82	Brantford Roofing Co., Ltd.	Brantford
83	Frost Steel & Wire Co., Ltd.	Hamilton
84	Coffield Washer Co., Ltd.	Hamilton
85	Happy Thought Foundry Co.	Brantford
86	Hurley Machine Co., Ltd.	Toronto
87	1900 Washer Co., Ltd.	Toronto
88 & 89	Maxwells Ltd.	St. Marys
90, 91, 92	Beatty Bros.	Fergus
93	Findlay Bros. Co., Ltd.	Carleton Place
94	E. T. Wright & Co., Ltd.	Hamilton
95	Wentworth Mfg. Co.	Hamilton
96	Canadian Wire & Iron Goods Co.	Hamilton
97	Tallman Brass & Metal Ltd.	Hamilton
98	Dowswell Lees Co., Ltd.	Hamilton
99	O.R.H.A. Exhibition Office	
99	Hardware Mutual Insurance Companies	

KEEPS A NOTE BOOK HANDY

"When I attend a hardware convention," writes a hardwareman in a town east of Toronto, "I forget, in a sense, that I am in business and am out for pleasure and knowledge. Any little point that appeals to me in noted down and forgotten for the time being. Then when it is all over and I am back on the job we make a survey of the material at hand and see what I can use to advantage.

"I always examine new goods and novelties and if interested, buy. We have found in some instances where we could make better connections, either in prices, delivery or quality.

"In other words attending the convention means to have a good time, absorb all you can, buy if you find a good thing or better price, go home refreshed and take stock of yourself."



Plan of Exhibits in Armouries.

HAMILTON AS A HARDWARE CENTRE

Nearly a Hundred Hardware Manufacturers and Jobbers Located In ambitious City

Nearly a hundred Hardware Manufacturers and Jobbers located in ambitious city.

One of the reasons why Hamilton is so popular as a meeting place for hardware conventions is the number of industries manufacturing in Hamilton lines which are sold by hardware dealers in Canada and exported to all parts of the world.

Some of the most important of the big United States industries which have chosen Hamilton as their Canadian headquarters and which have millions of dollars invested in this city are the International Harvester Company, Chicago; Canadian Westinghouse Company, Pittsburgh; Procter and Gamble, Limited, Cincinnati; E. C. Atkins Company, Indianapolis; Meriden Britannia Company, Meriden, Conn.; Armour and Company, Chicago; American Horseshoe Company, Erie, Pa.; American Can Company; Pittsburgh Perfect Fence Company; Hoover Suction Sweeper Company, North Canton, Ohio. There are more than fifty Canadian branches of large American industries now located in Hamilton.

Hamilton has the cheapest electric power in the world, and that fact, more than anything else, has made this city the industrial center of the Dominion of Canada. Geographical location is largely responsible for the low power rates enjoyed in Hamilton, but a great contributing factor is that in this city there is keen competition, a public owned utility competing with a private corporation.

A partial list of the manufacturers and wholesalers in Hamilton selling to the Canadian hardware trade is as follows:

Ace Chain Co. auto chains.
Adamson Mfg. Co, auto specialties.
E. C. Atkins & Co, saws and tools.
Banwell Hoxie Wire Fence Co, wire fencing.
Bird & Son, roofing.
Brown Boggs Co., Ltd., tinners tools.
Burlington Products Ltd.. fence posts.
Burrow, Stewart & Milne, stoves furnaces and scales.
Canada Steel Goods Co. Ltd., builders hardware.
Canada Wire & Iron Goods Co. Ltd., wire specialties.
Canadian Hart Products Co., abrasives.
Canadian Horseshoe Co., horseshoes.
Canadian Libby Owens Sheet Glass Co. Ltd., glass.
Canadian Polishes Ltd., polishes.
Canadian Shovel & Tool Co. Ltd., shovels.
Canadian Steel & Wire Co. Ltd., wire fencing.
Canadian Westinghouse Ltd., electrical goods.
Coffield Washing Machine Co. washers.
Collins Neverfail Products, Ltd., sprayers, etc.
Commercial Oil Co. Ltd., belt dressing.
Climax Baler Co. Ltd., balers.
Dominion Belting Co. Ltd., cotton belting.
Dominion Sheet Metal Corporation, sheets.
Downswell, Lees Mfg Co. Ltd., washing machines.
Duro Aluminum, Ltd., aluminum ware.
Eagle Mfg Co., tool cabinets.
Electrical Appliances, Ltd., electrical specialties.
Equator Mfg. Co., Ltd., electrical specialties.
Firestone Tire Corporation, tires.
Ford Smith Machine Tool Co., accessories.
Foster Pottery Co, flower pots.
Frost Steel & Wire Co. Ltd., fencing.
Grasselli Chemical Co., Ltd., insecticides.
B. Greening Wire Co. Ltd., screen wire cloth, etc.
Gurney Scale Co. Ltd., scales.
Hamilton Aluminum Co. aluminum ware.
Hamilton Cotton Co. sash cord.
Hamilton Mirror Plate Co. auto lenses.
Hamilton Gass Mantle Co. gas mantels.
Hamilton Stove & Heater Co. stoves furnaces, builders hardware.
Hamilton Stamp & Stencil Co. Ltd., brass tablets.
Hamilton Sewer Pipe Co. Ltd., sewer pipe.
Hamilton Whip Co. Ltd., whips.
Home Products Co., polishes.
Hoover Suction Cleaner Co. Ltd., vacuum cleaners.
Industrial Varnish Co. Ltd., polishes.
Robt. Hassler, Ltd., shock absorbers.
Kent, Garvin Co., wholesale builders' hardware.
Lacoa Polish Co., auto polishes.
Laidlaw Bale Tie Co. Ltd., nails, bale ties, etc.
Meakins & Sons, Ltd., brushes.
Meriden Brittania Co. Ltd., silverware.
D. Moore Co. Ltd., stoves and furnaces.
Nicholson Sales Co. Ltd., wholesale accessories.
Ontario Lantern & Lamp Co. Ltd., electric lamps.
Ontario Plate Glass Co. auto lenses.
Rea Machine Tool Co. Ltd., planes and vises.
Schultz Mfg Co. Ltd., lamp burners.
Servos & Bateman, wire fencing.
N. Slater, Ltd., builders hardware.
Steel Co. of Canada, Ltd., nails, tacks, etc.
Tallman Brass & Metals, Ltd., auto pumps, electric fixtures, etc.
Taylor-Brasco, Ltd., metal store fronts.
Taylor Cutlery Co. Ltd.. cutlery.
Wilkinson & Compass, Ltd., wholesale accessories.
Wires of Canada, Ltd., lawn hose couplings.
Wallace Barnes Co. Ltd., wire springs.
Walter Woods, Ltd., woodenware.
Wood, Alexander & James, wholesale hardware.
Wentworth Mfg Co. aluminum ware.
E. T. Wright & Co. kitchenware.
Wright Tool Co. cement tools.
Zenoleum Products, Ltd., stock foods.

The trouble with folks who keep their store records in their heads instead of in books, say bankers, is that such folks usually have poor heads.

The best New Year's resolution is to resolve to keep the resolves we make.

TORONTO HADWARE DEALERS ORGANIZE

Retail Hardware and Paint Dealers Club of Toronto formed to co-operate in matters of Education and Trade Expansion—About 60 retailers enrolled.

At a banquet tendered by the Paint, Oil and Varnish Club of Toronto to the hardware and paint retailers of Toronto on Jan. 25 at the Carls-Rite Hotel, a definite organization was formed to be known as the Retail Hardware and Paint Dealers Club of Toronto.

The need and advantages of a local organization had been discussed at various times and preliminary action towards organization had been taken at a previous gathering of the Paint, Oil and Varnish Club, as well as at a meeting at Mathewson's hardware store. Consequently when the proposal was made and the plans outlined it did not take long to perfect an organization.

The meeting was opened by T. F. Penberthy, manager of Lowe Bros. Ltd. who welcomed the retailers as guests of the Paint Oil aand Varnish Club, stating that paint jobbers and manufacturers had often felt the need of a local association of dealers to co-operate with in creating increased business in their own and other lines, and if the dealers decided to organize some definite suggestions would be made whereby the dealers could secure greater sales and increased volume of business. Mr. Penberthy turned the meeting over to the retailers and asked them to elect a chairman.

H. N. Joy was chosen to preside and thanked the Paint, Oil and Varnish Club for the splendid dinner and for their acting as god-fathers in bringing the dealers together. Mr. Joy said the meeting was favored by having the President anad Secretary of the Ontario Retail Hardware Association present as well as representatives of the trade press, who had consented to help the work of organization.

Nelson Mills, Hamilton, President of the Ontario Retail Hardware Association, gave the suggested organization a strong boost by speaking of the great advantage to be gained by local dealers getting together. Hardware and Paint retailers could gain much by getting together in a club where the retailers their salesmen and their wives could get acquainted, have social events, and educational talks on store problems. He urged against setting prices, discussing competitors and attacking department store methods and urged constructive work such as bringing experts to address the clerks and dealers on advertising, salesmanship and trade matters. A "clean up and paint up" campaign could also be conducted to the profit of the dealers and the community.



H. N. JOY, WEST TORONTO.

W. F. MacPherson, Prescott, Permanent Secretary of the Ontario Retail Hardware Association, expressed and told of the great success he had been meeting with in enrolling members in the Provincial Association. In many towns and cities he had visited in Western Ontario recently all the local hardwaremen had been brought together and would benefit by belonging to the Association and getting together occasionally to co-operate in overcoming trade abuses. Mr. MacPherson told of one town where discounts of 50, 60 ond 70 off were being given on glass by different retailers owing to misunderstanding of costs. Some dealers were not fair to themselves and others were not fair to their customers. "You like to meet the men you know", said Mr. MacPherson, "and you aren't interested in meeting the man you don't know." Get acquainted with your competitors, therefore, know them and you will find you will want to meet them at trade meetings, and it will pay both of you.

H. L. Southall spoke for G. D. Davis and promised to do all he could to assist the work of orrganization.

Weston Wrigley, publisher of Hardware and Accessories said he was glad to be in at the birth of a local club at Toronto, and hoped that the time would soon arrive when a Dominion wide organization of Provincial and local hardware associations and clubs would be organized. Mr. Wrigley paid tribute to the help given by Mr. Joy in the early days of the Ontario Retail Hardware association. A. W. Humphries and the speaker had issued a call to organize an Ontario association and about fifty had enrolled when Mr. Joy had arrived back in Toronto after being active in the Retail Hardware Association in North Dakota, being able to give practical advise and assistance. Here again Seventeen years later Mr. Joy and "Honest John" Caslor were again leading in the work of organization. "After ten years as secretary, Mr. MacPherson succeeded me, "said Mr. Wrigley. "He has done splendid work and doubled the Association's membership, and with he and his able executive there is no reason why every city and town should not have a local club, and no reason why the whole Dominion should not be organized."

ORGANIZATION RESOLUTION ADOPTED

F. R. Jackson was the next speaker and said all present should now be convinced of the benefits of organization and he moved, seconded by John Caslor, as follows:

"Be it resolved that the retail hardware and paint dealers of Toronto organize a club to be known as the Hardware & Paint Dealers'

Club of Toronto. The objects of this Club to be the cultivation of friendly relations amongst its members; to advance the interests of its membership through the *discussion of matters of common interest*; to co-operate amongst *themselves and with other Associations* and trades that may have objects in common with this Association so their business and interests may be advanced; to promote *honesty in competition*, trading and advertising and to correct, in a lawful and proper manner, any such evils as may exist or arise in their business in every reasonable and lawful and proper manner."

The resolution was discussed and fully twenty local dealers expressed their approval before the motion was put and carried.

The dues were set at $3 for retailers and $1 for Associate members.

On motion of C. G. Bailey and Sam Hobbs the election of officers *pro tem* was then proceeded with, the following being chosen to act until the work of organization was completed at the next meeting: President, H. N. Joy; Vice-president, F. R. Jackson; Secretary, Geo. Mathewson; Treasurer, A. H. Lake, 608 Queen St., West; Executive Committee: W. Platt, W. V. Pritchard, O. Morrison, H. Dowe, G. Pearsall.

President Nelson Mills and Secretary W. F. MacPherson of the O.R.H.A. were elected Honorary Members, while Vice-president Geo. May had the honor of paying the first membership fee into the new association. Honorary Secretary Weston Wrigley, of the O.R.H.A., was also the first Associate Member enrolled.

A vote of thanks was tendered the Paint, Oil and Varnish Club for their hospitality and co-operation, response being made by F. J. Penberthy and by T. F. Moneypenny, of the Imperial Varnish and Color Co., Ltd., Toronto, who gave practical words of advice to the retailers.

"The paint trade throughout Canada is back of you, and the manufacturers want to sell you not paint alone, but service that will enable you to sell more paint and make bigger profits in your business," said Mr. Moneypenny.

Members of the Paint, Oil and Varnish Club included: T. F. Moneypenny, F. P. Penberthy, J. Anthony, S. Armstrong, J. F. Paton, J. F. Smith, G. Cooke, H. E. Mihell, J. Sturgeon, J. D. Craig, W. M. Burden, J. R. McKeown, A. S. Boulton, R. Pinchin and C. E. Paton; while amongst the retailers were: G. W. Garrett, J. Ritchie, J. Wickham, V. Mathewson, T. H. Boyd, J. W. Jackson, J. Adams, J. Jolly, J. Peacock, W. Fleming, J. E. Hewitson, H. Smith, M. Phillips, R. W. Smith, W. J. Robinson, J. H. Sinclair, S. Caplan, F. Caplan, R. D. Blackmore, J. McFadden, A. R. Hamilton, B. J. Hobbs, A. B. Gowdy, Hobbs Hardware, M. Freek, C. McFarland, G. Wallace, J. N. Rush, E. McNichol, J. Harding, A. Staples, G. H. Cutts, H. E. Groom, Prince & Co., J. M. Boyd, G. Pearsall, N. G. Leslie, W. J. Merrill, C. G. Bailey, J. Heideman, W. E. Platt, B. Stainton, R. Edwards, W. Kirkland, W. Kinnear, R. D. Ross, J. D. Anderson, S. Hobbs, A. Lake, G. D. Mathewson, John Castor, H. N. Joy, G. E. May and F. R. Jackson.

The Law Of Supply And Demand

By Wilfred G. Astle Canadian Tools, Limited. Bridgeburg.

All because we have neglected ti observe the economic laws that govern business has caused the very uncomfortable business condition that we have recently gone through. By this I do not mean only manufacturers, wholesalers and retailers, but the entire list of persons and organizations of persons who work for a living, whether on a large scale or a small one, with or without capital.

In the future we must grasp a more complete knowledge of these economic laws that control business conditions. They are many, but the most important one is the law of supply and demand, because if the stream of consumable goods is steady, economic life will go on smoothly; if for any reason the stream is interrupted, more or less serious consequences will result. No matter what form economic life may assume, it is a unity, and that one element cannot be affected without influencing the other elements.

We must remember that there are two sets of people in business dealings. Those who desire to buy and those who desire to sell. No sensible person, for instance, would try to sell refrigerators to the natives around the North Pole. There is no demand there for such things, therefore, the business would fail, not for a lack of product, but because the law of supply and demand had been violated.

There are some people who urgently desire some particular article. This article may be quite necessary to them, and their income being ample they are prepared to pay any price which is demanded. Then again there are those who are equally urgent sellers—they are prepared to sell for any price which may be offered. If the predominance is in favor of the demand side, that is to say, if there are more goods of a particular character demanded than the visible supply can provide, then the most urgent buyers will exert a very strong influence toward raising the price. The price always tends to approximate toward that price which can be paid by the most urgent buyers. When the supply is in excess of the demands, the price will tend to approximate to the price which the most urgent sellers will accept.

Changes in the standard of living is another thing that exercises a very important influence upon demand, especially so when it extends to the mass of the people. This change is caused by increased wages or other incomes, or by increased supplies of certain commodities in diminished prices. Take for instance the recent widespread purchase of automobiles and what has been termed the 'silk shirt" epidemic. The margin of income over actual living costs made possible this higher scale of living.

In the early days of automobiles, many factories started up without first learning about this economic law of business. What was the result? Cars were produced readily, but could not be sold. This meant failure. Any person or company that starts to make a product without knowing where it can be sold and how much can be sold is violating this law of business and courting failure. The same thing applies to the workman. If he learns a trade for which there is no demand he will have to go without pay or learn another one. He cannot force people to hire him; he can only sell his services where there is a buyer for them.

It is usually the buyer, and not the seller, who sets the price. A seller can hold goods at a certain price, but if the buyer says "no," he can't sell them, and he must bring his prices down to where the buyer is willing to buy. That is what has been happening during the past year and will continue to happen until prices are more in equilibrium. The buyer had gone on "strike" and prices were forced down. Ultimately the price of an article bears no relation to its cost but is determined by balancing the total number of buyers against the total number of the goods to be bought. When anything is plentiful it is cheap; when anything that is wanted is scarce, it is dear.

The Claremont Auto Supply Co., Montreal, has been registered.

O. W. Thompson, Ltd., Kitchener, Ont., has been incorporated to deal in automobiles, bicycles and accessories. Capital, $200,000.

Consolidated Steel Corporation, an American concern, has obtained a Manitoba license and has appointed E. Victor Vallance, Confederation Life Bldg., Winnipeg, as its agent.

ELIMINATE DUPLICATE LINES OF STOCK

Reduction of Stock should not be done by Narrowing the Assortment or by Curtailing Buying

By S. R. MILES, Field Manager, National Hardware Association.

RECENTLY I attended a series of group meetings of retailers at which the question that aroused most interest was "*What is the best way to reduce stock?*"

Some said, "Sell and don't replace." This was not considered good advice, however, if applied generally and sales are to be kept up.

Other said they had quit buying. This plan did not meet with favor. Just now sales and profits are necessary. It is easily possible to sell a great many goods from catalogs but this does not apply to staple goods that should always be in stock. Every body agreed that staples are most in demand now.

Listing obsolete or slow-selling articles and making a special effort to unload was a plan that was thought good, but would not mean any very great reduction of stock.

Finally, it was suggested that a very practical and effective way to reduce stock is to eliminate duplicate lines.

In the discussion of this plan it was found that many dealers are carrying three or four different makes of malleable, enameled, steel and cast ranges, with a difference of only three or four dollars in the cost of the same type of range.

It was found that this duplication exists, also, with washing machines, oil cook stoves, gas stoves, implements and many other lines. Some merchants admitted carrying two and even three lines of paint.

The importance of a complete assortment of the lines carried was emphasized. It was also decided that it would be much better—and mean much less investment—to carry a complete assortment of one line than a broken assortment of several lines.

Here are some figures that show conclusively just what the elimination of a few duplicate lines will mean in dollars and cents:

2 malleable ranges, $85 eac	$ 170
2 enameled ranges, $100 ea.	200
2 cast ranges ranges, $60 ea.	120
4 wash. mach., $37.50 ea.	150
4 oil cook stoves, $15 ea.	60
1 stock paint, minimum	300
Total	$1,000

These figures show only a few of the possibilities of elimination. There is not a department that does not have an unnecessary duplicatioin of lines. It is necessary if all classes of customers are to be served to carry a line of good and a line of less expensive hand saws and hammers and the same thing is true of most other lines.

It is safe to say that the average store carrying a stock of $10,000 can eliminate duplicate lines to the amount of at least $2,000 and still have a complete stock—$2,000 that need not be used to replace stock and which would afford the financial relief so much needed by many merchants. The same ratio will apply to larger stocks.

The following figures on turnover are interesting: *If a dealer buys three ranges each of three different makes—all costing the same—and sells nine ranges of each make during the year, he will have sold twenty-seven ranges, turning his stock three times. If he buys three ranges at a time of only one make and sells twenty-seven ranges he has turned his stock nine times, on one-third the investment.*

If the ranges cost $90 each buying only one line during the year releases $1,620 for other purposes.

These figures apply to but one item out of a stock of perhaps 10,000 items. Apply to all lines and you have some conception of what it means in dollars and cents, and as a practical, common sense method of reducing stock.

Elimination means concentration, which in turn means more sales. If there are three makes of ranges, washing machines or cream separators on the floor and a customer who is being shown the goods finally in his confusion asks, man to man, which is best, what answer? Carrying three lines is in itself an admission that the merchant himself does not know which is best. How can the merchant or salesman who is not himself convinced hope to convince others?

The secret of the tremendous sale of Ford cars is due more to sales concentration than to any other single factor. Ford agencies are not permitted to sell other cars. The result is concentration. Every Ford salesman is thoroughly sold on the Ford car. It is his one job to sell Ford cars and he sells them; every car sold helps to sell others. Other makes have tried to market low-priced cars and have failed, largely from the lack of properly organized retail sales organizaation.

It is the paramount duty of every merchant to study that he may know the needs of his community, that he may buy the kind of merchandise best suited to its requirements. He should be thoroughly sold on every article of merchandise he buys if he expects to sell it to others. It is his further duty to sell that merchandise to his customers at the lowest possible price.

Summing up, the elimination of duplicate or unnecessary lines means:

Reduced investment;

A more flexible working and storage space for the lines retained:

Increased sales as a result of better display;

Increased sales through concentration;

Increased turnover;

Less help, with fewer lines to handle;

Reduced overhead;

Lower prices to customers;

Increased buying power, as a result of fewer buying connections;

Better service, by always having aa complete stock of the lines carried;

Increased prestige by better service.

Is there a better plan to reduce stock than by elimination of duplicate or unnecessary lines?

TURN STOCK OFTENER WHEN PRICES FALL

Merchant must spread his turnover with market tending downward — Smaller profit but more sales

By FRANK FARRINGTON

THE strange thing about it is, that in spite of all that has been said about turnover, there are merchants on your street today who will think, when you talk about turnover that you mean some kind of cake or pie. So what wonder so many of them turn under instead of over, and go out of business before they are ready to quit?

Consumers don't seem to be very keen nowadays about consuming, partly because they have formed the opinion that prices are too high, and no matter how much they come down they can't get rid of that idea. And when consumers don't consume it is harder to speed up the turnover of your stock. Then, if prices are slipping downward, there is all the more reason for you to turn over your stock more quickly and more frequently. That doesn't produce an ideal situation—greater need for quick turnover and greater difficulty in getting it.

And yet, if a merchant is to make money, he must speed up his turnover. Under present conditions the successful merchant is bound to be the one who keeps his stock turning rapidly, who fits his profit to the public temper as far as he can and sets about making a small profit often instead of a large profit once in a while.

A profit of $150 every month is better than a profit of $300 every three months. Twenty-one sales with a profit of $1 each net you a bigger return than seven sales with a profit of $2 each. Any newsboy can tell you that the oftener you sell out your stock and buy new, the oftener you make a profit on your investment, and he can explain why. You can figure that out for yourself.

Of course the larger number of sales means more selling expense, but not in proportion to the increased business. Larger selling expenses, too, are pretty much offset by the increase in extra sales that are made just because more customers come in and see what you have for sale.

A store soon gets a reputation for selling close if it does so and that attracts more people and makes it easier to pull them in with advertising. Also turning over the stock rapidly means new goods oftener with the added advantage of freshness of stock and more novelties and new items.

More salesmen may be needed to sell more goods, after the sales increase above a certain per cent., but less salesmanship is required. The individual sale is made with less selling expense, with less expense of all kinds. The quicker the turnover, the less insurance, rent, depreciation, interest, and many other charges put upon the goods.

Not every merchant knows how to find out how many times he turns his stock in the course of a year—and every merchant ought to know that much about his business. The simplest rule is to divide the cost of the goods sold during the year by the average inventory.

I have known merchants to divide the year's gross sales by the inventory without realizing that they were dividing selling figures by cost figures, which would mean a discrepancy in results. In making your business figures base them on cost or selling price, as you prefer, but don't mix up the two sets of figures.

In order to find out what the goods cost that you have sold during the year, forget the sales figures. Take the total purchases, the total of all inventory—that is, the amount the inventory of the end of the year is below that of the first of the year. If there is an increase in inventory, deduct that increase from the total of goods bought. The result is the cost of goods sold. Of course you omit from such figures anything that includes fixtures or equipment or anything you do not sell regularly as part of the stock

With prices advancing, quick turnover of stock was less important than it is now. You made a paper profit by just holding onto the goods. Today holding onto the goods means, in many instances, to take a loss, at least a reduced profit.

What you must do now is to get your money out of your stock just as soon as you can, turning the stock as quickly as possible taking your profit before it may be wiped out by a decrease in value.

We are in the midst of times when brains and merchandising ability are at a premium because it is no longer possible for a man with no ability to open a store and stock it with goods and then see his capital investment doubled without any effort on his part. To make money now, you must sell the goods and sell them quickly.

There are some kinds of goods that suffered less advance in price than others, and that suffer less decrease. There are lines that have been better stabilized than others, perhaps by reason of more liberal policy on the part of the manufacturer. perhaps because an advertised price could not be changed without a great deal of loss and inconvenience. The merchant will naturally, in a declining market, look for the lines that are least susceptible to decline and that are most likely to remain at a set figure. These lines are mainly lines that bear well known trade names and that are most likely to remain at a set figure. These lines these are the lines that move off fastest, on which it is easiest to speed up the turnover. The lines your customers know nothing about are hard to move.

Better times are on their way. Their influence is already being felt in many spots, but a merchant is a fool to sit back and wait for good times to come, doing nothing to help bring them, nothing to quicken his sales and to speed up his turnover in the meantime. The merchant who just waits is going to find that somebody else will get the jump on him while he waits. There are live men in all lines of trade who are pushing ahead regardless of local business conditions. Those are the men who will be found to have secured the bulk of the trade when trade comes back to normal. So get busy and see what you can do to keep your stock turning and to make it turn faster. Advertising, display, salesmanship have not lost their power.

The storekeeper who is thinking of business in terms of 1919 is walking in his sleep.

HARDWARE JOBBERS PUSH ACCESSORIES

N. H. Oliver of the Metal Specialties Mfg. Co., Chicago, points out enormous possibilities in an address to the accessory branch of the National Wholesale Hardware Association.

They tell us that there are between nine and ten million motor cars in use in the United States and Canada, and without doubt, every car owner, if properly approached, would easily spend in a year's time $100 for special equipment, not to sepak of repairs and the replacement parts that are bound to be used during the year. Every car owner is a prospect for chains, bumpers, an extra tire, shock absorbers, a spotlight, a storm and glare visor, a motor meter-meter with lock, a rear stop signal and a windshield cleaner. These items alone will run into about $100, and I am sure that if the owner was approached on these items, and their value and comfort explained, that it would be an easy thing to sell at least one of these items each month to him.

Do you realize what the business alone on these items would amount to if properly pushed by the manufacturer, the jobber and the dealer? The figures will almost stagger you. One hundred dollars per car for nine or ten million cars—that means one billion dollars worth of business in the very essentials of Automotive Equipment.

The other day Ray Sherman addressed one hundred automobile dealers on the possibilities of Automotive Equipment, and before the meeting was over, one of the dealers proposed a resolution that each and every dealer should buy a showcase and put in a $100 stock of accessories. A showcase would cost about $100 and with a $100 stock—$200 to each dealer—$20,000 sales started in one night with one hundred car dealers.

Do you realize what an enormous field there is in the Automotive Equipment business, and do you hardware jobbers realize how easy it is for you to get dealers started in handling accessories?

You do not have to ask a hardware dealer to buy a showcase and spend one-half of his original investment in store equipment; he already has this; you do not have to ask him to put in a show window; he already has this. You do not have to ask him to celan up his place of business and put on presentable clothes, as is the case with the garage man, because every hardware dealer knows that a clean store and personal appearance count a great deal in his line of business; therefore, the first steps in merchandising Automotive Equipment are already taken care of, and the work before your salesmen is to induce the dealer to put in automotive supplies.

E. C. Simmons, founder of the Simmons Hardware Co., has often said that "the jobber's first duty is to help his customer to prosper." What better work can you do in helping him to prosper than to interest him in one of the best money making lines he can put in his store?

I live in one of the resident suburbs of Chicago, and in our town of forty-five thousand people we have a retail hardware store that is the pride of the town, and, at least, once every sixty days you will see in the Nicholas Hardware store one window beautifully decorated and devoted exclusively to Automotive Equipment. This show window contains only the articles covered by a full page advertisement in the local weekly paper; each article exhibited with a sign bearing the price of the article, as priced in the advertisement, and as you pass the window and picture to yourself the possibilities of the sale of Automotive Equipment to the hardware dealers, you wonder why the hardware jobber so often states that they must go outside of the hardware trade and hire specialty salesmen to call upon garages and accessory dealers; in other words, go outside of your trade to get a volume of business.

I asked a prominent manufacturer, the other day, if he was going to exhibit his line at the Hardware Convention, and when he said "No," I wanted to find out why, and this was his reason:

"The majority of buyers of accessories in wholesale hardware houses haven't been educated in the accessory field. Their whole education, as a rule, has been in buying sporting goods or hardware, and they are, as a rule, still so tied up in purchasing these lines that they are unable to devote the necessary time to the study of Automotive Equipment. They do not have time to read the magazines and to keep abreast of the times on new items that come up and are being introduced. They do not dare take a chance in their judgment on a new article and the possibilities of its sale. They are afraid to buy, because they do not believe their hardware salesmen can sell anything excepting where the demand has been created and the sale stabilized by years of use. They have little confidence in their salesmen's ability to sell quality merchandise at a price, and, therefore, confine their purchases to the cheapest substitutes they can find for nationally advertised goods, for which a demand has been created."

I know this is a great shock to you, but if that is the way the big manufacturer feels regarding the members of the National Hardware Association, it's time that some of you gentlemen who never bring your purchasing agents to a convention, take the message home to them and find out what is wrong with your Automotive Equipment department, from sales manager and salesman, through to the purchasing department.

Pardon me if I refer again to Mr. Simmons, the man who built up one of the largest wholesale hardware houses in the world. He often said "The recollection of quality remains long after the price is forgotten." What did he mean? Doesn't he mean nationally advertised lines of quality manufactured by houses that have been in business for years? Who understand how to make goods; Who stand behind their products? Who practically guarantee the sale of their goods? Who create a demand for the goods, and who help you to sell them and move them off the dealer's shelf? Or does he mean cheap substitutes manufactured by "Fly-by-night" firms, who do not know how to figure the cost of manufacture or overhead; who have no respect for motorists, whose lives are constantly in danger while driving a car equipped with inferior parts?

If some of these hardware jobbers who are sitting in this room who have built up a large accessory business, who recognize quality, as well as price, and who know that the reason they have built up this business is because they recognize the value of national advertising, and the necessity of having a purchasing department that has made a study of the equipment business, would get on their feet and tell some of you how they have done it, it would go a long way towards putting the National Hardware Association on the map.

HEARD AT THE GAS PUMP

A motorist drove up with a new car and asked for five gallons of gas. The salesman pumped his gas and before handing him his change ran his hand over the top of his radiator which was pretty hot although not steaming.

Owner: "What's the matter? Is she boiling?"

Salesman: "No but she's pretty hot. Why don't you put a motometer on so you know just what your motor is doing?"

Owner: "I've had a couple of the things, but someone always steals them."

Salesman: "Why don't you put a lock cap on?"

Owner: "Never saw one. What are they?"

Salesman: (Still holding change from the sale of gas.) "Just a minute I'll show you one," and in a minute returns with a motometer and lock cap, puts it on machine and hands owner the keys.

Owner: "Can't you get that off now without the keys?"

Salesman: "The firm that make these will pay one hundred dollars to anyone who can get it off without the key."

Owner: "How much is it?"

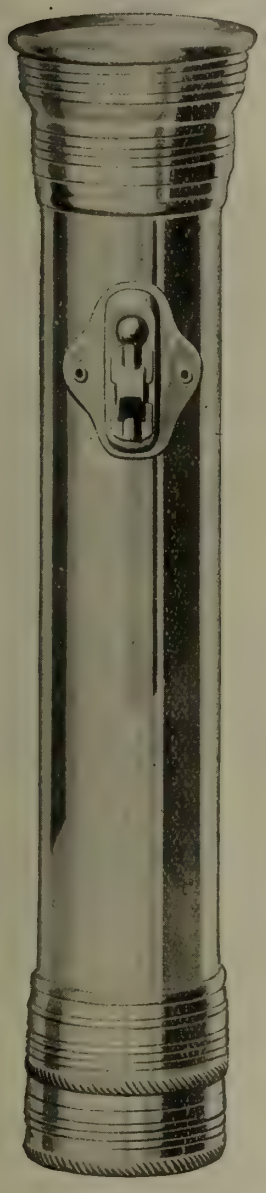
Salesman: "Seventeen fifty."

The car owner thought it was a lot of money, but he dug deep and came across.

Clement & Hepworth have incorporated their auto accessories business at Lachine, Que.

EVEREADY SPOTLIGHT

—with the 300-foot range



Exclusive Features of the Eveready Spotlight

1. Focusing device.
2. Special Eveready Mazda Lamp.
3. Parabolic Reflector.
4. Shock Absorber.
5. Chamber, holds 2 extra Eveready Mazda Lamps.
6. End cap stamped with battery and lamp renewal numbers.

EVEREADY was the first Flashlight made

—it established the industry

FROM the beginning the Eveready laboratories have worked patiently, earnestly, unceasingly, to make Flashlights still more useful; yielding a still more powerful light; having still longer life.

All this has involved much more than the betterment of design and construction in the Flashlight itself. It has called for laborious and costly research to create a Flashlight Battery that generates more electricity for a longer time. For, after all, the Battery is the power house of the Flashlight.

The Eveready Flashlights in use today flash the story of our success in every quarter of the globe. Eveready Flashlights are the acknowledged standard Flashlights of the world. Eveready Flashlight Batteries are universally demanded as the best Batteries for every type of Flashlight. Every improvement ever made in Flashlights was made by Eveready. The latest are—

The Eveready Spotlight with the 300-foot range.

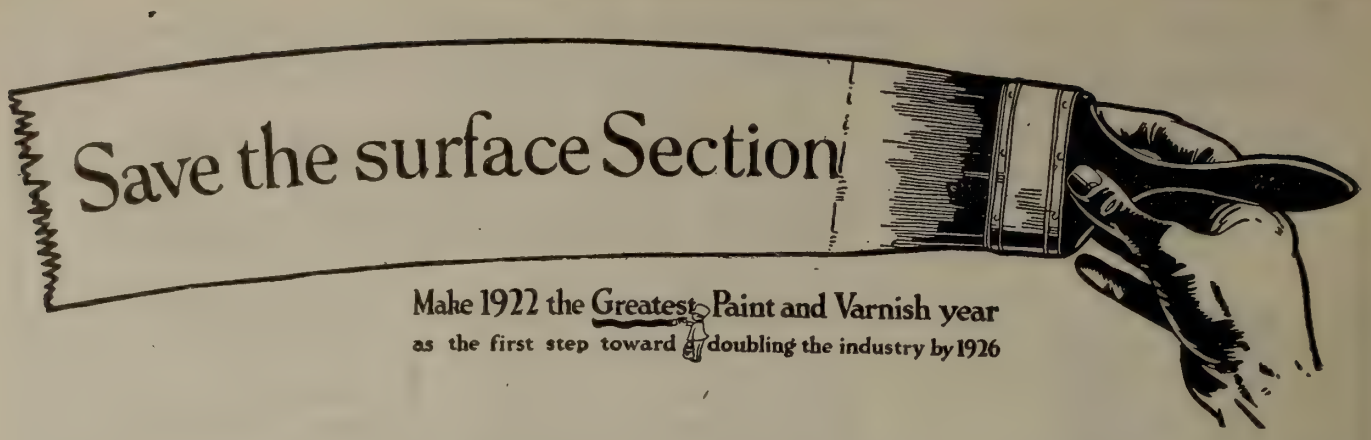
The Eveready Unit Cell for tubular flashlights. This assures fresher and longer-lived batteries for the flashlight user, because the dealer can fit all tubulars with this one type of battery and he therefore carries a minimum of stock.

Eveready advertising throughout the year will tell the story of Eveready Flashlights as used in the Home, in the Office, in the Factory—the thousands of uses wherever safe, portable lights are needed to serve humanity.

CANADIAN NATIONAL CARBON CO., LIMITED

Montreal Toronto Winnipeg Vancouver

EVEREADY FLASHLIGHTS ITE



Paint Trade Good In Maritime

Manager of St. John, N. B. store tells how "Save the Surface" Campaign helps

"I have noticed that our Paint sales have been very satisfactory, and have kept up well throughout the winter months". These are the words of Mr. W. H. McBride, manager of the paint and glass department of W. H. Thorne & Co., Ltd., wholesale and retail Hardware merchants, St. John, N.B., in reply to our representative's question re the effectiveness of the "Save the Surface Campaign." Mr. Mc Bride went on to say that he had noticed a great increase in business with the domestic users, people who had been influenced by the "Save the Surface" propaganda. Painters have had a busy season, and some of them are busy at the present time. During the summer months it was almost impossible to secure the services of a painter, without giving three or four weeks notice. As there have been few large contract painting jobs in St.John this year, it goes to show that the public have been doing considerable house painting. This may be due to the lower prices of paint and linseed oil, but there is no doubt that the advertising brought them into the store.

"There are many departments in our storei," continued Mr. McBride, "and each one receives its turn in local newspaper advertising. Our advertising manager has given us as much publicity in the paint department as possible, and during the season when the "Save the Surface Publicity Committee" were advertising nationally, our advertising department also used large space at the same time as their copy appeared in our St.John newspapers. It would not be right for me to say that this had been a big paint year with us, but the sales have kept up wonderfully well. We are doing quite a business with lady customers who buy in small quantities, and are evidently going to use the paint themselves. These customers have to be handled very carefully, and by salesmen who know the business, for in nearly every case they look to the salesman for as much information as they can possibly get, and follow his instructions to the letter, and woe to the salesman who gives inaccurate information. Business with coach painters has been pretty good. A large number of automobiles and carriages have been painted up this year.

We get a good deal of co-operation from the manufacturers in assisting us to sell coach and carriage paints. Their representatives make it a point to call upon the coach painters, at the same time as they call upon us. We find that our painter customers like to receive a visit from the man from the factory, and are glad of the opportunity of giving their experiences with the various lines of paints and varnishes to the manufacturer direct. Business was poor with the boat and yacht owners, they did not seem to respond to the "Save the Surface" publicity as did the householders. This may be due to the fact that our local Yacht Club has not yet fully recovered to its pre-war condition, and many of the members stuck more closely to business during 1921, and denied themselves the pleasure of week ends on the river.

The sale of floor paints is gradually increasing. The high price of carpets and linoleums induced many people to buy rugs and squares, and paint around the edges. In fact this method of floor covering has become very popular in St.John, and the use of made-to-measure carpets is dying out. Floor paints are so easy to apply, and the housewife can do the job herself, and make a good job of it, too. I have seen floors painted by ladies that were a credit to the house. We are always very particular to impress upon the purchaser of floor paint the necessity of absolute cleanliness, and a dry floor before applying. A well painted floor brings many customers, for the statement, "I did it myself," makes many others attempt to do likewise. On the other hand, if the floor was painted dusty or wet, and a poor job results, the paint gets the blame every time."

The Thorne Paint department is one of the largest in the Maritime Provinces, and the foregoing remarks of Mr. McBride may be assumed to apply to conditions throughout Eastern Canada. The "Save the Surface Campaign" has been the means of keeping the paint and varnish business alive, and has brought home the fact to every householder that it is cheaper to paint than to replace.

PAYS TO ATTEND CONVENTION

"By attending conventions of the Ontario Retail Hardware Association I have formed an acquaintance that is worth all the cost of dues and expenses of attending the conventions." writes a Western Ontario dealer. "I am now acquainted with hundreds of hardware men with whom I would not have been had it not been for the conventions."

There is no place where a retail hardware man can get the benefit of seeing so many exhibits and have the privilege of comparing prices and qualities as at the hardware convention, and I have put in new lines of goods that have made me enough profit to pay all expenses of attending and left a nice margin besides.

"I am looking forward to our next convention and planning on receiving much benefit from the exhibits as well as the many good talks and the discussions I shall hear from different ones who take part in the program.

"It is impossible for me to associate with five or six hundred hardware men for three or four days and not receive much good.

HOW TO PLAN FOR A BIG PAINT CAMPAIGN

By C. M. LEMPERLY

Intense selling effort, and wise merchandising, will bring record business to the retailers who have the vision to go after business hard, with old-time confidence and renewed courage. In fact, 1922 should be a record year for many lines.

Now is the time for the paint dealer to get busy. Recent price declines have brought the price of paint within the means of the most limited pocketbook.

The wise merchant is the one who will put a sufficient stock on his shelves to take care of this trade, place his stock well up to the front of the store, trim his windows, use his mailing list, get out and see the paint prospects and go after business in an aggressive sort of way. There has been so much building put off because people thought paint too expensive that the dealer can start a big paint and varnish boom at once if the opportunity is realized.

There are many repaint jobs that will be done next spring which will mean good business to the merchant who is alive to the situation.

Some of the most favorable influences for a good paint business might be classed as follows:

Lower Prices

Probably the biggest single influence on prices to stimulate business is the price decline. Higher priced goods have been worked off, most dealers having eliminated this inventory from their shelves. With the new price schedule in effect sufficient stocks can be maintained without a large investment.

On the new basis, painting materials for a house that would cost about $35 before the reduction would now cost only $24.50. The merchant is interested chiefly in how much he can sell, not how much he can buy, and with the present reduced prices he is benefitted both ways, for it makes it easier for him to sell the goods—his profit is the same, and his investment is less. Lower prices—bigger sales—larger profits, greater opportunity.

New Building

With some decline in practically all building commodities, lower wage scale, and lower money rate, and easier building loans and an incompleted building program, new building should be resumed at an unusual rate. Architects who have been holding plans and specifications for months and years on account of exhorbitant construction costs are releasing these to contractors for completion. This includes not only large buildings, but residences and modest homes as well. New building and alterations will play a big part in the painting program this year.

With lumber prices lower than they have been for the last decade, lower, perhaps, than they will be for some time to come, depreciated prices on steel, painting prices back to normal, unusual activity in the building field is anticipated. The administration's interest in the building situation and housing shortage, and the immense amount of plans incompleted all point to a year of unusual opportunity.

It is up to the dealer this year to look over his lines, carefully selecting those for which there is a good demand, to feature during the coming season. In some industrial centres where factories have laid off their men for a week or so, paint dealers have capitalized on this by selling lots of smaller specialties when these men had the time to carry out the work themselves. There is an active demand for paint and varnishes for farm use, vehicles, implements, barns and outbuildings to be painted and a score of other surfaces that require the protection of a paint film. Therefore, with prices back to where they were in 1917, a demand for paint for repainting new buildings and having the best season for painting coming on, the merchant should select his paint line to push energetically to make up in volume for some of the slow-moving stocks that he might have on hand and that might not sell so readily.

Therefore, with a demand assured, lower prices in effect and small stocks on the shelves, now is the time to get the paint stock back to normal size again.

Full, clean, well-arranged shelving properly laid out, impress the customer with the fact that you are a real merchant and believe in your goods to the extent of a genuine investment in them.

If you have a fair investment in your paint stock you are going to pay more attention to it. You are going to sell more and consequently you are going to make more money on it.

You will be able to hold your customers. Even your old customers will drift away if you cannot furnish them with the material they require. You will find it possible to sell quantity lots where you sold only small lots before.

You will make satisfied customers. If a man buys three gallons he may decide to go ahead and paint the entire house. He comes back and wants the same color to match. You should carry sufficient stock to take care of this and other repeat customers.

Doubled His Sales of Paint

Reprinted from *Business Chat*

THERE is a retail hardware dealer in our town named Sam S. Nave, who has done a nice business in paints in this very depressing financial period and there are good reasons for it. I have known this man from the time he was a small boy. In fact, I paid him the first money he ever received for rendering a service.

Several years ago—nearly twenty—he came into possession of an interest in a hardware store situated in the last block at the tag end of the main business street of the town. The room was small and the business likewise—not enough for two partners.

After running along for a while he bought out the partner and with the assistance of a clerk kept store, stinted and accumulated a little surplus and increased the stock. He stuck, made friends and increased his trade because of fair prices and fair dealing.

His stock outgrew the small single room and the basement was fitted up and filled. The only publicity was the satisfactory service and treatment given his trade. But he grew and—

He bought the building of which his room was only a part of the first floor. The purchase gave him an additional room and basement. The partition between the two rooms was removed, the display windows were greatly enlarged and made the most attractive of any hardware store in the town and the equal of the best display windows of any kind in the town. And then he did the unusual for a hardware dealer—

The purchase and remodeling were made during the high prices of material and labor. About the time the work was completed the business depression struck the country, but he has taken his losses by reducing prices and has gained new business, and, notwithstanding the big reduction in prices, his income from sales so far this year are considerably ahead of the same period last year. With the exception of one month he has made a decided gain over each month of last year.

What did it? He had not advertised through the local press until 1921.

He has gone further than this. He has insisted that the manufacturer of the goods he handles do some general publicity and he has hitched up with it.

In 1921 he urged the manufacturer of the paint he handles to use space in a farm paper, and to quote his exact words: "I have sold a pile of paint this year. Up to this date (October 7) I have sold forty-two barrels of linseed oil and the mixed paint to go with it."

This merchant up to date has more than doubled his paint sales of last year and along with the paint trade there went a good business in building material. New customers were made for other lines of hardware.

What this man has done, in not the best business location in town, could have been more than duplicated by hardware merchants elsewhere with the right kind of push and publicity.

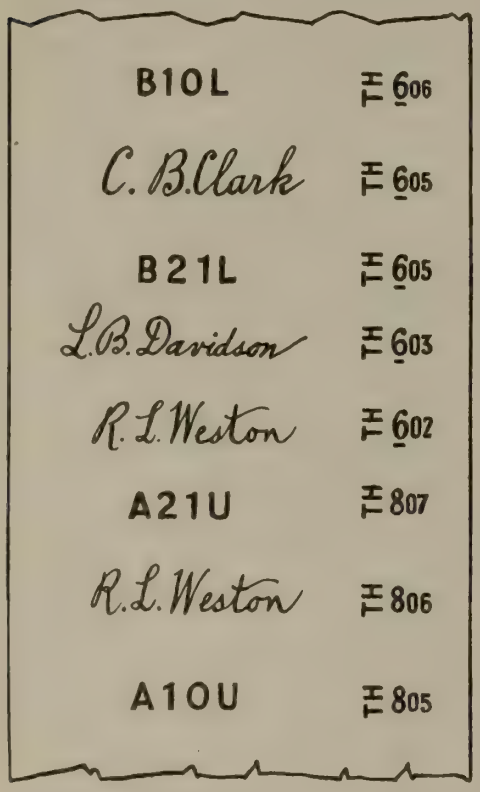
New Hardware and Accessory Lines

A Monthly Department in Which Manufacturers are Given an Opportunity to Describe New Products Offered to Canadian Dealers

NEW RECORDING DOOR LOCK

The International Business Machines Co., Ltd., Toronto, are now manufacturing an International Recording Lock which should interest all hardware dealers who desire to keep a close check upon their store premises and encourage other merchants to do likewise. The International Time Recording Lock links all the features of the International Time Recorder with the recording lock, recording the time the store or his office was opened in the morning; the time it was closed at night; who opened it and who closed it; from which side of the door the key was inserted; whether or not anyone was in the place of business outside of business hours, and if so, for how long. The time each employee arrives, goes to lunch; returns from lunch; and the time each leaves at the close of business, thus recording exactly how much time each employee spends in the store or office each day.

The illustration shows that C. B. Clarke, the clerk carrying key number



3, closed the door number 2 from the inside at 6.05 p.m., and door number 1 as shown on the lock recorded at 6.06 p.m., from the outside. Also that R. L. Weston and S. L. Davidson departed at 6.02 and 6.03 p.m., respectively. Also that key "A" opened door number 1 from the outside at 8.05 a.m., and that R. L. Weston held the key, and that at 8.07 he opened door number 2 from the inside.

The advantages of this new equipment will be recognized at once by large employers who appreciate the advantage of keeping full control over their store premises.

The new lock will be shown for the first time at the Hardware Convention at Hamilton, February 14 to 18.

KEYSTONE AUTO CREEPERS

The Port Hope Mat & Manufacturing Company, Port Hope, Ont., are marketing the Keystone Automobile Creeper, which sells to motorists having a private garage as well as to garage owners. When it is necessary to get under a car to make inspections or repairs one of these creepers, made of one inch hardwood sticks fitted with strong ball-bearing casters, is indispensible.

WIRE GOODS CATALOGUE

An interesting catalogue of kitchen wire goods, bath room specialties, garment hangers, etc., has been issued by the Racine Iron and Wire Works, Racine, Wisconsin. Over one hundred wire specialties are illustrated in the book.

LUXEBERRY ENAMEL

Luxeberry enamel, made in six colors and white, is being offered by Berry Bros., Inc., Detroit, in a new type of package. This is a long oil enamel claimed to be "as good outdoors as it is in."

NEW PAINTERS' TORCH

A painters, torch which will burn either gasoline or kerosene, and having burners fitted with double needles, neither of them sharp points, is being offered by the Clayton & Lambert Mfg. Co., Detroit.

SANI-SPAR VARNISH STAIN

S. C. Johnson & Son, Ltd., Brantford, Ont., are adding a new line to their list of products to be known as "Sani-Spar Varnish Stain," and they invite dealers to write for particulars of the plan of co-operation adopted to aid in the selling of this new product by means of local newspaper advertising, etc. In describing the new line the manufacturers say that Johnson's "Sani-Spar Varnish Stain" is the ideal method for refinishing in color, furniture, woodwork and floors where you do not care to go to the trouble or expense of removing the old finish. This product is made in four beautiful shades: Light oak, dark or golden oak, mahogany and walnut, and is also made in natural and ground color. The outstanding feature, however, of this product is the fact that it will not turn white and can be used safely for out-of-door work as well as interior work; it can be applied with excellent results on window sills, porch furniture, etc., and is not affected by ammonia, alcohol, hot water, or any other toilet preparations; it is waterproof and weatherproof. Johnson "Sani-Spar Varnish Stain" is very easy to apply and it dries dust-free in two hours and hard over night.

REPEATER FUSE PLUGS

A new manufacturing concern, The "Repeater 6" Fuse Plug Co. of Canada, Ltd, Burlington, Ont., has purchased the Canadian manufacturing and selling rights of the "Repeater 6" Fuse Plug and will have its plant in operation by February 1st. Its capacity being 10,000 plugs per day.

In the Repeater 6 there are six fuses; when one blows out, by simply turning the knob to the right contact is instantly restored leaving five more fuses for further use.

This plug, it is claimed, thus removes many of the annoyances caused by the sudden blowing out of ordinary fuse plugs. When this Company gets nation wide distribution an adequate advertising campaign will be undertaken. The retail price of the plug is 30c.

MALLORY FORD TIMER

The mallory Timer for Ford cars will be distributed in Canada through the Ford Smith Machine Company, Limited Hamilton, Ontario, who have obtained the selling and manufacturing rights for the Dominion and the British Empire.

The Mallory Timer can be installed without changing in any way the original wiring plan. Its use entirely eliminates the vibrating points on the coils and makes it possible to throttle down to three miles an hour without slipping the clutch or racing the motor. This is a decided advantage when driving in traffic and saves gasoline and wear and tear on the motor.

With the Mallory all four coils are handled through a single circuit maker and breaker and one conductor aso handles all four coils. The vibrating points on the coils can also be screwed down. This permits the Mallory to act not only as a timer but also as a high class ignition system.

The Canadian organization are now appointing representatives.

WATERPROOF SANDPAPER

Waterproof sandpaper of great value to automobile painters, and possibly also to interior decorators, has been perfected and is now being put on the market by the Minnesota Mining & Mfg. Co., of St. Paul, Minn.

Beath Steel Barrel Oil Station

The cut below illustrates the application of our C. I. 3 oil pump to a Beath Steel Barrel.

It shows how readily a Beath Steel Barrel can be converted into a stationery or portable "Oil Station.

When empty the pump is easily and quickly transferred to another full barrel, and the empty barrel may be returned for credit or refilling.

Type of open top drip tray shown is rarely supplied, as most customers prefer our dust proof drip tray.

Either caster truck shown may be used, or our standard barrel truck.

Why not write for our catalogue No. 14, describing:

Beath Steel Barrels
Oil and Grease Pumps
Gasoline Storage Tanks

"What the Shipper puts in the Customer takes out"



Manufactured By

W. D. Beath and Son

Toronto **Limited**
Ontario

Trade News From Coast To Coast

A Monthly Summary of News Among Dealers, Jobbers, Manufacturers and Allied Interests

ALBERTA

Forestberg—R. S. Woodruff opening hardware store.

Stettler—McElherne & Cullis succeed Dunbar & Ragan, hardware merchants.

BRITISH COLUMBIA

Durks—Monte Creek Trading Co., general merchants, have been succeeded by A. R. Taylor.

Fernie—J. D. Quail, hardware merchant, dead.

Prince Rupert—Fred Stork, of the Stork Hardware Co., Ltd., Prince Rupert, B.C., was elected as liberal member of parliament for the Skeena River District, British Columbia, in the recent Dominion elections.

MANITOBA

Crystal City—A. G. Smith succeeds Smith & Hogarth.

Treherne—J. R. Scott succeeded by H. A. Adair.

Winnipeg—C. W. Fillmore, hardware merchant, has been elected president of the North Star Oil & Refining Co.

Winnipeg—Harry Morris has opened a hardware store at 523 Selkirk Ave.

Winnipeg—H. H. Harris, 1849 Portage Ave., has sold his hardware business to Buckingham & Pentland.

Winnipeg—The Canadian Asbestos Co., opened a branch office in Winnipeg.

MARITIME PROVINCES

Fredericton, N.B.—Fire caused damage amounting to $20,000 to the foundry plant of McLean, Holt & Co. The damage was covered by insurance.

QUEBEC

Hull—F. E. Tremblyn, hardware merchant, suffered fire loss.

Montreal—John A. Fraser has severed his connection with Lewis Bros., Ltd., to become vice-president of H. R. Wood Company, Bondbrokers.

ONTARIO

Belmont—E. J. Grant succeeds Orville Reid on March 1.

Grand Valley—James Duke, hardware, sold out.

Gravenhurst—J. E. Clipsham & Sons suffered fire loss.

Hamilton—The Burlington Steel Company has resumed operations and is running at fifty per cent. capacity.

Kitchener—K. E. Bornhold & Co., have taken over the hardware store of Geo. B. Bucher & Son, 57 King St. E.

London—The store and stock of the Cowan Hardware Co., suffered injury to the extent of $250,000, which was covered by insurance. The store is being rebuilt.

Kingston—Wm. B. Dalton of Dalton & Sons, Ltd., wholesale hardware merchants died after a ten days' illness.

Ottawa—J. Le Blanc is opening a hardware store at 1109 Wellington St.

Ottawa—The Somerset Hardware Co., will commence business about March 1 with H. Sparks as manager.

Port Elgin—John Hepner, of Stevens Hepner, Ltd., brush manufacturers, died recently at the age of 73.

Toronto—Canada Foundries & Forgings have opened an office at 186 Bay Street, in charge of Tim. W. Rogers.

Toronto—F. J. Wolfe, general sales manager of the Imperial Oil Co., has been elected a director of the company.

Toronto—Kroch Brothers, Ltd., have been incorporated with $40,000 to manufacture hardware and leather goods.

Toronto—Beacon Tire & Rubber Co., Ltd., has been incorporated at $50,000 to manufacture general rubber goods.

Wardsville—George Faulds opening hardware store.

Windsor—Canadian Show Case & Mfg. Co., incorporated with $40,000 to manufacture show cases and store equipment.

SASKATCHEWAN

Dilke—R. Frederickson succeeds Peter C. Larsen.

Elrose—Tackaberry & Morris, hardware, suffered fire loss.

Hatton—Hewitt Black, Ltd., Medicine Hat, have opened a branch store.

APPOINTED SALES MANAGER

The Canadian National Carbon Company, Limited, and Prest-O-Lite Company of Canada, Limited, Toronto, have appointed Alexander MacKenzie, General Sales Manager. Mr. MacKenzie joined the staff of the Prest-O-Lite Company in 1917. After some months in the Head Office in Toronto, he took charge of the Mont-



real Office and Service Station of the Prest-O-Lite Company and built up large and profitable branch business in Quebec. On August 1st, 1920, Mr. MacKenzie was made Sales Manager of the Canadian National Carbon Co., Limited, and now his work for this Company has earned for him the promotion to General Sales Manager of both Companies.

OPENS MONTREAL BRANCH

The Auto Specialties Mfg. Co., Windsor, manufacturers of "Dreadnought" Shock Absorbers and other auto specialties have opened a branch office at 309 St. James St., Montreal, E. J. Mitchell being in charge.

IDEAL ALUMINUM OFFICERS

The Ideal Aluminum Products, Ltd., Toronto, announce that the following officers have been appointed: George Cathcart, Winnipeg, president; J. Hunter, Winnipeg, vice-president; James A. Richardson, Winnipeg. director; R. K. Gemmell, secretary-treasurer; F. G. Davies, acting general manager; W. P. Buzzek, sales manager, and F. W. Hudson, late of Hudson Bros., general superintendent. E. Roderick is no longer connected with the company.

The Ideal Aluminum Products, Ltd., have been running their plant to full capacity recently and report the outlook for business to be exceedingly bright for the coming year. The large factory at 2,480 Dundas St. West, Toronto, is a consolidation of the Hudson Bros. factory in Toronto and the factory of the Louis McLean Co. at Winnipeg, and Mr. Hudson, general superintendent, has been in charge of production since the commencement of the industry.

MERCHANT WANTS CATALOGUES

Charles McFarland, HardwareMerchant, Stop 29, Long Branch, Ont., desires to receive catalogues from manufacturers and jobbers of builders hardware and electrical goods. "If it is hardware, we have it," is Mr. McFarland's store motto. Mr. Mcfarland also writes: "I have been on the mailing list for HARDWARE and ACCESSORIES since your first issue and would not be without your paper."

APPOINTS QUEBEC REPRESENTATIVE

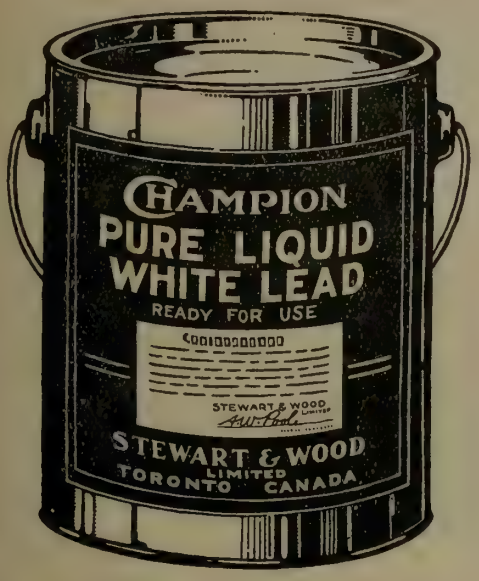
The Hamilton Stove & Heater Co., Hamilton, have appointed J. E. Maranda, St. Hilaire, Que., to represent the "Souvenier" and "New Idea" line of ranges and furnaces in Quebec Province. Mr. Maranda has been representing the D. Moore Co., Hamilton, and the Fawcett Mfg. Co., Sackville, N. B.

ESTABLISHING CANADIAN PLANT

The Climax Cleaner Manufacturing Company, Cleveland, has made arrangements with the John Bull Company, 119 Augusta street, Hamilton, for the manufacture of their product in Canada. Previously 90 per cent. of the cleaners used in Canada were made in the United States, and it is now proposed to manufacture that 90 per cent. in Hamilton.

ANOTHER FACTORY REOPENS

The Northern Bolt, Screw & Wire Co., which has been idle for the last several months, is resuming operations. D. W. Armstrong, Manager, announces that about 60 men would be employed and this number gradually increased until the whole staff is again employed.



Champion Pure Liquid White Lead

Made of
PIGMENT—Pure Government Standard White Lead
LIQUID—Pure Refined Linseed Oil
Pure Spirits of Turpentine.
and that's all!

YOU CAN NOW GET THE GOOD OLD-FASHIONED WHITE LEAD IN LIQUID FORM

Champion Pure Liquid White Lead is a white lead paint, ready for immediate use. It is absolutely pure, made from Government standard white lead, with the addition of pure refined linseed oil and pure spirits of turpentine, ground and mixed in scientifically correct proportions which are always the same.

It stays in suspension. No breaking up. Use it from the tin. Saves time and waste.

Painters will use it because it saves time and gives perfect results.

Every customer, whether for a quart or a barrel will buy Champion Liquid White Lead in preference to buying the lead, oil and turpentine and mixing them by the old laborious method.

Factories, Mills, Hotels, Public Buildings, Steamships, all big consumers—will be glad to get Champion Liquid White Lead and save the labor expense of the old-time hand mixing.

Get ready for the painting season. Put in a stock of Champion Liquid White Lead. It will sell readily—and make extra sales for you, once your customers know that ready-to-use liquid white lead is available.

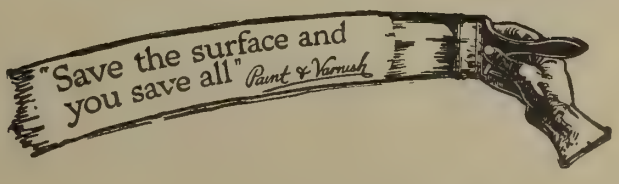
Write us for sample tin and full information

STEWART & WOOD LIMITED

PAINTS, VARNISHES, GLASS, GLUE, ETC.

TORONTO, CANADA

Meet us at
Booth 22
Exhibition Hall
Hamilton



HARDWARE MARKET SITUATION

Continued lowering quotations prevail. This does not induce heavy buying, though jobbers state a fair volume of hardware is moving out daily, and that shipping staffs are busily employed. Orders, however, are for small quantities and shipments are light.

One good indication is reported by a patent shipping box manufacturer who stated that of late they have been exceedingly busy, more so than for a year past, in making cases of all kinds for wholesale houses for shipping purposes.

The toll of mercantile failures continues to mount. January was very high. Retail hardware dealers do not figure extensively in the total, and most of the failures are for amounts under $5,000.

While most of the items whose quotations are changing are downward, a noticeable exception is made in regard to sisal rope, which has advanced, owing to increased shipping charges and higher labor costs in primary markets.

The month's price changes are noted below:

The Month's Price Changes

Building Papers—Reduced 10 cents a roll for No. 1 quality.

Ammunition—Decline of about 20 per cent. on Dominion and American cartridges.

Cotton Waste—Decline of three-quarter cents a pound.

Fuel Oil—Slight reduction.

Rope and Lath Yarns—Advanced one cent a pound.

Winchester Rifles—Revised quotations show decline.

Iron Rivets and Burrs—52½ per cent. off list, a decline of 2½ per cent.

Tacks—New list revising discounts from 70 and 15 to 60 and 25 per cent.

Tacks—Revised list shows discounts 65 and 25 as against 70 and 15 per cent.

Pipe Fittings—Bigger discounts by 5 per cent.

Soil Pipe—Lower by 10 per cent.

Hoes—Lower. Now $6.75 a dozen.

Alarm Clocks—Lower prices.

Mattocks—Down $1.50 a dozen.

Picks—Declined $1.25 a dozen.

Ready Roofing—Revised prices showing declines of 10 cents a roll.

Fence Stapels—Declined 45 cents a keg.

Bale Ties—New quotations showing lower prices on Laidlaw Co. goods.

Portland Cement—Increased about 25 cents a barrel.

Universal Food Choppers—New list at much lower quotations.

Glaziers' Points—Decline of a cent a pound. Half-pound package now 7 cents each.

Corrugated Sheets—New discounts of 10 per cent.

Eavetrough and Conductor Pipe—Decline of about 10 per cent.

Poultry Netting Staples—New quotations show slightly lower prices over last year.

Wrenches and Pliers—Decline shown on new list of Williams' make of goods.

Oils—Slight reduction on black oil, cylinder, machine and engine oil.

Agricultural Wrenches—Reduced an extra 5 per cent. The new discounts now being 50 and 5 per cent.

Butts and Hinges—New list issued on wrought steel and nickelled butts and hinges at little change in prices.

Chain—Lower.

Stanley Tools—New list issued showing all recent price changes.

Wiss and Heinich Shears—Declined about 15 per cent.

Galvanized Metal Ceilings and Walls—Reduced from 10 to 12½ per cent.

Coke Tin Plates—Declined.

Universal Food Choppers—Lower. The new prices are: No. O, $16.50 a dozen; No. 1, $20.40; No. 2, $24.80; No. 3, $33.

Borax—Declined to 10 cents a pound.

Red Lead—Higher.

Linseed Oil—Higher by 6 cents a gallon during month.

Turpentine—Increased 10 cents a gallon in month.

Welsh tinplate is again competing with U. S. stocks in British Columbia, the first shipment of 2,900 tons since before the war having arrived in Vancouver recently. A second shipment of 700 tons is on the way.

The Port Arthur (Ont.) Shipbuilding Co. are in the market for 4,000 tons of steel for one or two new lake boats they are building.

Major C. Snell, of the Birmingham Small Arms Co., England, representing nine firms who are considering locating in Canada, addressed the fourth annual meeting of the Western Ontario united boards of trade at Woodstock on Jan. 20. He said that many British manufacturers were convinced that the time was ripe to handle their Canadian trade through Canadian establishments.

Both the rod and the wire mills at the Sydney (C.B.) steel plant have opened up within the month, orders having been booked that will keep them busy for some time.

FAVORABLE TRADE BALANCE

Canada's imports and exports were almost equal in value in the calendar year 1921, according to the report of the Dominion Bureau of Statistics. The tendency to discriminate in purchasing is indicated by the figures, but there is still much room for the exercise of economy. It is significant that the great bulk of Canada's exports consists of raw materials, and a large proportion of its imports consists of finished products, some of which could be economically produced in this country.

Iron and steel imports were valued at $102,467,745, comparing with $213,316,321 in 1920, and $150,500,893 in 1919. Tin imports were at $5,997,773, as against $15,395,518 in 1920.

The most important changes in the foreign trade situation were the big drop in importations from the United Kingdom, amounting to over $108,000,000, a decrease of $223,000,000 in exports to the United States, and a decrease of $366,000,000 in imports from that country. The falling off in buying of goods from the United States was the cause of the shifting from a $42,000,000 unfavorable trade balance in 1920 to a favorable balance of three and one-third millions in the calendar year 1921.

CANADA'S IRON PRODUCTION

The production of pig iron in Canada during December declined to the lowest level for the year, the total pig iron made amounting to only 39,917 long tons, all of which was made in blast furnaces. By kinds of iron produced the outputs for December were as follows: Basic, 30,698 tons; foundry, 2,948 tons; and malleable, 6,271 tons. Practically all the basic iron was made by the operators for their own further use, only 516 tons being made for direct sale. Foundry iron, while showing a considerable decline from the amount produced in Uovember was for the most part made for direct sale, a total of 2,882 tons having been credited to this item during the month. For the first month since August a production of malleable iron was recorded and a total of 6,271 tons was produced for sale.

Only two furnaces were active on December 31, one operated by the Steel Company of Canada at Hamilton and one by the Dominion Steel Corporation at Sydney. Throughout the greater part of the year at least five furnaces were active, December being the only month in which fewer than five were in blast.

The average monthly output of pig iron in Canada during the twelve months ending December was 50,000 tons, or less than the average monthly record for any year since 1908. Throughout the entire period during which a total of 595,000 long tons of pig iron was made, the market was decidedly quiet and the suspension of interest in iron was general.

The low price of steel in December was not only the low for the year, but was lower than at any time since January, 1916. While the production of steel during 1921 was less than for any preceding year since 1908, the outlook is for an early resumption of activity and the hope was everywhere expressed that the early months of the new year would be marked by a resumption of construction work as a result of the more favorable purchasing market established, and that as a consequence a considerable development in the production of steel might be expected.

DISPLAYS AT FURNITURE SHOW

The Hall Zryd Foundry Co., Ltd., Hespeler, Ont., made a splendid display of their Pilot Superior pipeless furnace and their various styles and sizes of Pilot stoves and ranges at the recent furniture exhibition held at Toronto. Mr. Hambly was in charge of the display.

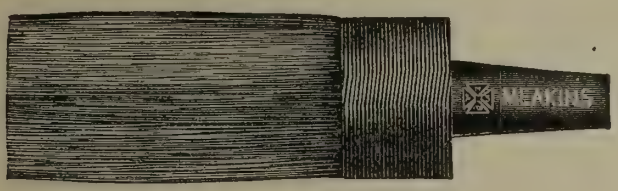
Another firm that showed at the Toronto furniture exhibition was the C. P. Fabien Refrigerator Co. of Montreal. This was the first time the company displayed in Ontario. They make 22 styles of household refrigerators.

The McClary Mfg. Co., London, showed stoves, ranges and enamelware, a very large range of kitchen utensils being shown.

Meet Us At The Convention

Booth No. 67 at the Hardware Exhibition

We cordially invite you to visit our booth in the Armouries, Hamilton, during the Convention of the Ontario Retail Hardware Association, February 14th to 18th. You will be welcome.



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Meakins & Sons, Limited, Hamilton, Ont.

Warehouses: Winnipeg, London, Toronto, Montreal, Vancouver; Pilkington Bros., Calgary, Alta.

The quotations below are approximately correct for large lots in Toronto on the date mentioned.

CURRENT PRICES

TORONTO, FEBRUARY 6, 1922

They may not be the same in any other jobbing centre owing to freight and other conditions.

METALS and SHEETS

Aluminum—Per pound, 27c.

Antimony—Per pound, 8c.

Brass—Sheets, base, 23c; rods, base ½ to 1 in., round, 21c.; tubing, seamless, base, 25c: F.o.b. Toronto.

Copper—Casting ingot, base, 17½c; rods, ½ to 2 in., 20c; soft sheets, plain, 16 oz. and heavier, lb., 30c; plain tinned, 16 oz. and heavier, lb., 37c; polished and tinned, 16 oz. and heavier, lb., 42c; tubing, lb., 29c.

Above prices are full sheets and bars. Cut sheets and bars are 5c per lb. higher.

Coppers, Soldering—Base, 4 to 8 lbs., 35 cents per lb.; 3-lb., 38c; 2½-lb., 39c; 2-lb., 41c; 1½-lb., 44c; 1-lb., 48c per lb. F.o.b. Toronto, Hamilton.

Iron, Tinned—Lion and Crown Brand, Toronto in 22, 24 and 26 gauge. 36 x 96, 21c per lb.; 48 x 96, 21c per lb. Less than case, 50c per 100 lbs. extra.

Lead (pig)—$6.75 per hundred lbs.

Iron—Bar, base, $3.25 per cwt.; angle iron, $3.55; horseshoe iron, $4.10; Norway, $15; to caulk, $4.50.

Steel—Mould bars, $3.25; bands, $3.75; tire, $3.75; spring, $6; sleigh shoe, $3.25; hoop, $4.25; crucible cast sheet, $36; cast tool, $25 to $36, according to grade.

Sheets, Blue Annealed—10 gauge, $4.50 per 100 square feet; 12 gauge, $4.55; 14 gauge, $4.60; 16 gauge, $4.65.

Sheets, Black—18 to 20 gauge, $5.05 per 100 square feet; 22 to 24 gauge, $5.10; 26 gauge, $5.15; 28 gauge, $5.25.

A change of 25 cents per cwt. is made for less than case lots; and an extra 10 cents per cwt. is charged on sheets 26 inches wide.

Sheets, Corrugated—No. 28 gauge, $6.50 per 100 sq. ft.; 26 gauge, $7; 24 gauge, $9; 22 gauge, $11; 20 gauge, $12.50; 18 gauge, $16; lighter than 24 gauge and wider than 27 inches, 75 cents a square extra. Discount 10 per cent.

Sheets, Galvanized—	Queen's Head	Fleur-de-lis
28 gauge, per 100 lbs..	$8.25	$7.75
26 gauge, per 100 lbs..	8.00	7.50
24 gauge, per 100 lbs..	7.60	7.10
22 gauge, per 100 lbs..	7.25	6.75
18-20 gauge, 100 lbs...	7.10	6.60
	Premier	Apollo
10¾ oz., per 100 lbs...	$6.25	$7.00
28 gauge, per 100 lbs..	5.85	6.60
26 gauge, per 100 lbs..	5.55	6.30
24-22 gauge, 100 lbs...	5.40	6.15
20-18 gauge, 100 lbs...	5.25	6.00
16 gauge, per 100 lbs..	5.10	5.85
14-12 gauge, 100 lbs...	4.95	5.70

Plates (Coke Tin)—IC. 20x28, 112 sheets, $13.50; IX, 20x28, 112 sheets, $16.50; IX, 20x28, 56 sheets, $9.

Plates (Charcoal Tin)—IX, 20x28, 56 sheets, $14; IXX, 20x28, 56 sheets, $16.

Plates, Terne—IC, 14x20, 112 sheets, $12.00.

Spelter—Per pound, 7½c.

Tin—Ingots (100 lbs.), per lb., 38½c.

Zinc—Sheets, per lb., 12c.

PLUMBERS AND TINNERS' SUPPLIES

Boilers (Range)—30-gal., standard, $8.75 cash; 30-gal., extra heavy, $11.25.

Fittings—Cast iron fittings, 30%; malleable bushings, 32%; cast bushings, 32%; unions, 47%; flanged unions, 30%; plugs, cast iron, 30%; plugs, solid. 10%; plugs, countersunk, net; couplings, 4 in. and under, 30%; do., 2½ in. and larger, 10%.

Nipples, Wrought—Close and short, 4 in. and under, 50%; 4½ and larger, 40%; long, 4 in. and under, 60%; 4½ in. and larger, 50%; running thread, 4 in. and under, 30%.

Oakum—Special No. 1, $15; plumbers', $7.

Packing — Fine jute, 17c a pound; coarse jute, 18c; hemp, 36c; square braided hemp, 38c; No. 1 Italian, 44c; No. 2 Italian, 36c.

Wrought Pipe—Price List No. 54, Dec. 22, 1921.

Standard Buttweld Pipe S-C per 100

Size.	Blk. Steel	Galv. Steel	Blk. Gen.Wrot.Iron	Galv. Gen.Wrot.Iron
⅛ in.	$ 6.00	$ 8.00	$ ...	$ ...
¼ in.	3.84	5.94	7.20	9.30
⅜ in.	3.84	5.94	7.20	9.30
½ in.	4.85	6.46	7.31	8.93
¾ in.	5.87	7.71	8.86	10.70
1 in.	8.16	11.05	12.58	15.30
1¼ in.	11.04	14.95	17.02	20.70
1½ in.	13.20	17.88	20.35	24.75
2 in.	17.76	24.05	27.38	33.30
2½ in.	28.08	38.03	....	....
3 in.	36.72	49.73	....	....
3½ in.	47.84	63.48	....	....
4 in.	56.68	75.21	....	....

Standard Lapweld Pipe S-C, per 100

Size.	Blk. Steel	Galv. Steel	Blk. Gen.Wrot.Iron	Galv. Gen.Wrot.Iron
2 in.	21.46	27.38	31.08	37.00
2½ in.	31.50	40.05	46.80	56.16
3 in.	41.31	53.55	61.20	73.44
3½ in.	48.76	65.32	72.68	89.24
4 in.	57.77	77.39	86.11	105.76
4½ in.	66.04	86.36	1.04	1.24
5 in.	76.96	100.64	1.21	1.45
6 in.	1.00	1.31	1.57	1.88
7 in.	1.33	1.76	2.02	2.45
8L in.	1.40	1.85	2.13	2.58
8 in.	1.61	2.13	2.45	2.97
9 in.	1.97	2.59	2.97	3.59
10L in.	1.32	2.40	2.75	3.33
10 in.	2.35	3.09	3.54	4.28

Pipe (conductor), plain, round or corrugated, in 10-ft. lengths—2 in., $18.40 per 100 ft.; 3 in., $22.30; 4 in., $29.60; 5 in.. $40; 6 in., $49. Less 70 and 10 per cent.

Elbows—(For conductor pipe) 2 inch, $5.25; 3 inch, $6; 4 inch, $10.50; 5 inch, $24; 6 inch, $29. Less 60 per cent.

Pipe (soil)—Med. and extra heavy—2 in., 3 in., 40%; 4 in., 40-10%; 5, 6 in., 40%; 8 in., net.

Soil Pipe Fittings—2, 3, 4, 5, 6 in., 50%, 8 in., net.

Pipe (stove)—Net list.

Registers—Warm air, japanned and common oxidized, 20% from standard list. No. 3, $10.75.

Tinners' Trimmings—Plain 50 and 10, retinned, 50%.

Trough (Eave)—O. G. Square bead and half round: Per 100 ft.: 8 in., $15.90; 10 in., $17.70; 12 in., $21.20; 15 in., $28.80; 18 in., $36.50. Less 70 and 10 per cent.

Valves Brass (Penberthy) — Gate valves, 25%; regrinding valves, 20%; swing check valves, 10%; compodisk valves, 20%; J.M.T. valves, 25 and 10% off.

Valves, Foot—1¼ in., blk. 70c, galv. $1; 1½ in., blk. 85c, galv. $1.30; 2 in., blk. $1.20, galv. $2.10.

Washers, Wrought — Round, plain. Sizes given are size of hole. In boxes of 50 lbs. list prices per 100 lbs.—¼ in., $28; 5/16 in., $34.40; ⅜ in., $22.80; 7/16 in., $21; ½ in., $19.60; 9/16 in., $18.80; ⅝ in., $18.60; 11/14 in., $18.40; ¾ in., $18.20; 13/16 in., $18; 1 1/16 in., 1⅛ in., 1¼ in., 1 5/16 in., $18.90; 1⅜ in., 1½ in., 1⅝ in., $18.40; 1¾ in., 1⅞ in., 2 in., 2⅛ in., $19. Discount, 60% f.o.b. Montreal, Hamilton, Toronto, London and Halifax.

Car lots allowance to following points: Windsor, Walkerville, St. John, Moncton, Amherst, New Glasgow, Freight allowance: Fort William and West, 10c per 100 lbs.

Net extras, 26 to 40 lbs. of a size, $1; 25 lbs. of a size or less, $2 per 100 lbs. Package allowances—if taken in kegs about 175 lbs. each, allowance 10c per 100 lbs.; if taken in bags about 100 lbs., allowance 15c per 100 lbs.

HARDWARE

Ammunition (American)—Winchester and Savage advance on American list, for rim fire ball cartridges, 2½%; centre fire blank and shot cartridges, 15%. Remington Union Metallic list plus 2½%.

Ammunition (Dominion) — Discount 30 and 20%.

Shot, standard, 100 lbs., Toronto, $14.25; Montreal, $13.50; net extras, as follows, subject to cash discounts only: Chilled, $1.50; buck and seal, 80c; No. 28 ball, $1.20 per 100 lbs.; bags less than 25 lbs., ½c per lb.; f.o.b. Montreal, Toronto, Hamilton, London, St. John and Halifax freight equalized.

Animal Ties—Cow ties, list plus 37½ per cent.; trace chains, list plus 25 per cent.; dog chains, list plus 20 per cent.; halter chains, net; tie-out chains, net;

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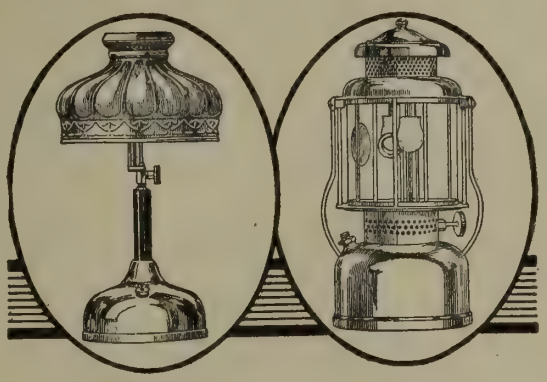
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TORONTO

stall fixtures, Dominion, $2.80 per doz.; heavy, $2.

Axes—Boys', doz., $15.50; Hunters', doz., $14.50; single bits, doz., $19.50; double bits, doz., $24. Bench axes, 45% off list.

On weights heavier than base add to list as follows: Group 2, 50c; group 3, $1; group 4, $1.50; group 5, $2; group 6, $2.50; group 7, $3.50.

Bale Ties—Single loop—No. 12, $4.80; No. 13, $490; No. 14, $5.10; No. 15, $5.35; No. 16, $5.70. Cross head—No. 12, $5.10; No. 13, $5.20; No. 14. $5.50; No. 15, $5.95; No. 16, $6.40.

Baskets (Willow)—Delivery (handled), per doz., $7.50 to $11; splint, clothes or meat, per doz., $2 to $2.85; oblong clothes, per doz., $10.50 to $14.75.

Baskets (Wire)—Vegetable — Half bushel, each, 90c; 1 bushel, each, $1.30; 1½ bushel, each, $1.80.

Belting (Leather)—Discounts apply to revised list of Nov. 4th, 1920. Extra quality, 15/10 per cent. Standard quality, 15/10/10 per cent. Side lace leather, lb., $1.60; cut lace leather, lb., $1.85.

Belting (Canvas)—60 per cent. off

Bits, Auger—(Standard list prices per dozen): 3-16, $6; 4-16, $5; 5-16, $5; 6-16, $5; 7-16, $5; 8-16, $5; 9-16, $6; 10-16, $6; 11-16, $7; 12-16, $7; 13-16, $8.25; 14-16, $8.25; 15-16, $9.50; 16-16, $9.50; 17-16, $12; 18-16, $12; 19-16, $14; 20-16, $14; 21-16, $16; 22-16, $16; 23-16, $18; 24-16, $18; 25-16, $21; 26-16, $21; 27-16, $24; 28-16, $24; 29-16, $27; 30-16, $27; 31-16, $30; 32-16, $30.

Discounts from Standard list prices: Ford auger bits, add 15%; Ford car bits, add 7½%; Beaver, 35%; Gilmour auger bits, 10%; Gilmour eye augers, add 5%; Irwin auger bits, add 5%; Irwin car bits, less 7½%

Boards (Bake)—	⅜ Rim.	¾ Rim
No. 0—16 x 22, doz.	$ 8.90	$12.50
No. 1—18 x 24, doz.	10.78	12.80
No. 2—18 x 29, doz.	12.10	14.75
No. 3—20 x 30, doz.	13.86	17.75

Boards (Ironing)—No. 1, Daisy, $38 per doz.; No. 10, Daisy, $43 per doz.; No. 33, 21 per doz.; No. 35, $38 per doz.; No. 36, $43 per doz.; Perfection, $48 per doz.

Boards (Wash)—Baby Globe, $2.45 per doz.; Beaver (brass), $8 per doz.; Competition Globe (metal), $5.90 per doz.; Diamond King (glass), $8 per doz.; Enamel Queen, $9 per doz.; Glass Globe, $8 per doz.; Improved Globe, $5.25 per doz.; Jubilee, $5.80 per doz.; Neptune, $5.25 per doz.; Newmarket King, $5.80 per doz.; Pony, $2.45 per doz.; Royal Globe (zinc), $5.25 per doz.; Original Globe, solid back, $5.95 per doz.; Standard Globe, $5.25 per doz.; Supreme (zinc), $6.50 per doz.; Western King (Enamel), $9 per doz.

Bolts and Nuts—Discounts herewith apply to standard list. Carriage bolts ($1 list), ⅜ in. diameter and smaller, 6 in. and shorter, 47½%. Carriage bolts ($1 list), ⅜ in. and longer lengths, 30%. Carriage bolts ($1 list), 7/16 in. and larger, 40%. Machine bolts, ⅜ in. and smaller. 4 in. and shorter, 55%. Machine bolts, ⅜ in. and smaller, longer lengths, 42½%. Machine bolts, 7/16 in. and larger, 42½%. Sleigh shoe bolts, all sizes, 30%. Coach and lag screws, 55%. Bolt ends, 42½%. Square head blank bolts, 42½%. Plow bolts, 1, 2, 3 head, 35%. Elevator bolts, corrugated heads, 60%. Fancy head bolts, 30%. Shaft bolts ($3 list), 30%. Step bolts, large head ($3 list), 30%. Whiffletree bolts, 30%. Tire bolts, 52½%. Stove bolts, 72½%. Nuts, 2 in. and smaller, square. Blank, off net list, $1.25. Nuts, 2 in. and smaller, square, tapped, net list. Nuts, 2 in. and smaller, hexagon, Blank, off list, 75c. Tapped, off list, 75c.

Terms—Cash in 30 days from date of shipment, less 2 per cent.

Borax—Lump crystal borax, 10c lb.

Brooms—No. 5, 4 strings, $6.65 per doz.; No. 5, standard, $7.50 per doz.; Little Beauty, $9.40 per doz.; Royal Blue, $13.90 per doz.

Butts—(Wrought Steel)—No. 840, less 10%; No. 800, net; No. 838, less 5%; No. 808, add 10%; No. 804, less 5%; No. 802, plus 5%; No. 810, add 25%; No. 814, add 20%.

Cans (Milk)—At list plus 15%.

Cement (Portland)—In carload lots, per bbl., $3.770. Less than car lots: Per bbl., f.o.b. yard, $4.00 per bbl., delivered, $5.00. Single bags, $1.25 each, 4 bags to barrel. Extra charge of $1.50 per load on less than 24 bag lots. Rebate, 20 cents for empty sacks.

Choppers (Food)—Universal—No. 0, $16.50 a doz.; No. 1, $20.40 a doz.; No. 2, $24.80 a doz.; No. 3, $33.00 a doz. F.o.b. Montreal and Toronto.

Churns (Barrel)—No. 0, each, hand, $10.30; power, $15.50. No. 1, hand, $10.30; power, $15.50. No. 2, hand, $10.90; power, $16.20. No. 3, hand, $11.75; power, $17.10. No. 4, hand, $13.60; power, $18.45. No. 5, hand, $15.10; power, $19.80. Net list f.o.b. Montreal, Ottawa, Kingston, Toronto, Hamilton, Fergus, London, St. Mary's.

Clippers (Horse)—New market, $3.50 per pair. No. 1 B.B. Stewart Horse Clipper, $14 list, less 25 per cent.

Clocks (Alarm)—Big Ben and Baby Ben, each, $3.43; Good Morning, each, $1.37; Lookout, $1.88; Sleepmeter, $2.06.

Clothes Bars—No. 2, $19 per doz.; No. 3, $14.40 per doz.; No. 4, $11 per doz.; No. 5, $16 per doz.; No. 6, $13 per doz.

Clothes Horses (folding) 6 feet, per doz., $16; 5 feet, $13; 4 feet, $11.

Extension—6 feet, $82; 5 feet, $26; 4 feet, $22.

Clothes Lines (Galvanized)—No. 18, 100 ft. lengths, $6.50 per 1,000 feet; 50 ft. lengths, $7.10; No. 19, 100 ft. lengths, $5.50; 50 ft. lengths, $6.75.

Clothes Line Reels—No. 3, $17.50 per dozen; No. 3½, $19.75; No. 4, $32.50.

Cobbler Sets—Common, per set, $1.14.

Coil Chain—	Proof	B B B
3/16 inch, electric weld.	$16.25	$19.50
¼ inch, electric weld...	15.50	17.75
5/16 inch, electric weld.	12.75	15.75
⅜ inch, electric weld...	10.60	....
⅜ inch, fire weld.....	13.65	16.00
7/16 inch, fire weld....	11.25	13.75
½ inch, fire weld.....	11.25	11.75
⅝ inch, fire weld.....	10.50	....

Combs, Curry—No. 101, $1.40 per dozen; No. 111, $1.60; No. 121, $1.70; No. 127, $2.30.

Combs, Cattle—No. 98, $2 per dozen; No. 100, $2.85.

Cord (Sash)—No. 6, 59c a pound; No. 7, 58c; Nos. 8, 9, 10, 12, 57c.

Crowbars—$8.00 per 100 lbs.

Dampers—Cast, Champion, 5 in., $1.42 a dozen; 6 in., $1.57; 7 in., $2.10.

Doors, Screen—Kasement, No. 2, oak stain, varnished, including hardware sets: 2 ft. 6 in., $45 per dozen; 2 ft. 8 in., $45.60; 2 ft. 10 in., $46.70; 2 ft. 7 in., $46.80.

Drills—Standard lists. Blacksmiths', ½ in x 2½ in. shank, each, ⅛, 45c; 5/32, 45c; 3/16, 50c; 7/32, 55c; ¼, 60c; 9/32, 65c; 5/16, 70c; 11/32, 75c; ⅜, 80c; 13/32, 85c; 19/32, $1.20; ⅝, $1.30; 21/32, $1.40; 11/16, $1.50; 23/32, $1.60; ¾, $1.70; 25/32, $1.80; 13/16, $1.90; 27/32, $2; ⅞, $2.10.

Drills—7/16, 90c; 15/32, 95c; ½, $1; 17/32, $1.05; 9/16, $1.10; 29/32, $2.20; 15/16, $2.30; 31/32, $2.40; 1, $2.50. Intermediate sizes take list of next larger.

Bit Stock—List per doz., less 45%: 3/32, $2.70; ⅛, $3; 5/32, $3.50; 3/16, $4; 7/32, $4.50; ¼, $5; 9/32, $6; 5/16, $7; ⅜, $8.50; 7/16, $10.50; ½, $13; 9/16, $15.50; ⅝, $18; 11/16, $21; ¾, $24; ⅞, $30. Blacksmiths', ½ in. shank, straight shank, wire, taper shank, 50% off.

Files and Rasps—These discounts apply to list of Nov. 1, 1899: Great Western, Amer., 50%; Kerney Foot Arcade, 60/5%; J. Barton Smith, Eagle, 55%; P. H. and Imperial, 60/5%; Globe, 60/5%; Nicholson, 40%; Black Diamond, 40%; Delta Files, 20%; Firth Files, 50%.

Grindstones—Under 40 lbs. weight—Smaller than 2 in. face, $5.25 per hundred pounds; two in. and over, $4.50.

40 to 80 lbs. weight—Under 2 in. face, $4.75 per hundred pounds; 2 ins. and over, $4.25; Bi-Treadle, each, $9.75; Cycle BB, $8.75.

Grindstone Fixtures—No. 22, $8.67 per dozen; No. 23, $9.37; No. 2½, $10; No. 3, $11.50.

Halters, Rope—Sisal, 7-16 in., $21 per gross; 9-16, $33. Jute, 7-16 in., $19; 9-16 in., $28.50.

Hame Fasteners—(Dodson), $4.60 per dozen.

Hammers, Nail—No. 21, $12 per dozen; No. 1, $15.40; Nos. 1½, 61½, $15.20.

Hammers, Sledge—(Canadian), 2-2½ lbs., $22.50 per cwt.; 3-4½ lbs., $20.70; 5 lbs. and over, $14.40.

Masons—2-3½ lbs., $28.35 per cwt.; 3-4½ lbs., $25.50; 5 lbs. and over, $20.70.

Hammers, Striking—No. 38, No. 46, 5 lbs. and over, $14.40 per dozen.

Hammers, Machinist—No. 30, 1 lb., $10.20 per dozen; No. 30, 1¼ lb., $11.

Handles (Wood)—All hickory handles, list plus 20%; all oak, ash and maple handles, list plus 10%; hay fork, hoe rake, shovel and manure fork, net list; Whiffletrees, double-trees and neck-yokes, list plus 20%; wood rakes, list plus 10%; horse pokes, list plus 10%. Terms, all goods f.o.b. factories, 2% 10 days, net 30 days. O-Cedar Mop Handles, less 30%.

Hangers, Barn and Parlor—Storm King No. 42, list less 20-10%; Safety No. 20, list less 20-10%; Reliable No. 1, list less 20-10%; Round Trolley No. 1917, list less 33 1-3-5%. Atlas No. 0, $13.35; No. 1, $13.80; No. 2, $15.85; Stearns, 4 in., $12.80; 5 in., $16.00. Perfect, No. 1, $10.50; Canada, $13.25; Hatch, $13.25; National, $12; America, $19; Great West, $30.

Hatchets, Shingling—No. 1, $10.25 per dozen; No. 2, $11.25.

Hatchets, Lath—No. 3, $10.25 per dozen; No. 4, $11.25.

Hatchets, Barrelling—Nos. 50 and 60, $15.75 per dozen.

Hatchets, Claw—No. 7, $12.25 per dozen; No. 8, $13.

Hinges (Blind)—Clark's No. 1, $2.22



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per dozen sets.

Hinge, (Spring)—No. 200 and No. 20, $25 per gross; Ajax Floor No. 3111, $1.85 per set.

Reliance Door No. 270—Light, per doz., $3.15; medium, per doz., $4.20; heavy, per doz., $6.40.

Hinges—Heavy, in bulk. Doz. pairs: 4 in., strap, $1.50; tee, $1.80. 5 in., strap, $1.90; tee, $2.20. 6 in., strap, $2.15; tee, $2.40. 8 in., strap, $2.40; tee, $3.20. 10 in., strap, $4.30; tee, $5.70. 12 in., strap, $6.90; tee, $7.10. 14 in., strap, $7.50; tee, $8.05. Net prices.

Light—Net prices—3 in., strap, 90c; tee, 90c. 4 in., strap, $1.08; tee, $1. 5 in., strap, $1.26; tee, $1.17. 6 in., strap, $1.53; tee, $1.35.

Screw Hook and Strap Hinges—List prices, per dozen pairs—6 in., $4.30; 8 in., $4.80; 10 in., $6.40; 12 in., $7; 15 in., $7.50; 18 in., $11; 21 in., $12.40; 24 in., $16; 27 in., $17.20; 30 in., $18.50; 33 in., $21.50; 36 in., $24.50. Discount, 30%.

Heaters, Electric—Glower Heater, $10; Heatray Heater, $12. Discount, 25%-33%, according to quantity.

Majestic, 1 burner, $11; 2 burner, $16. Discount, 27½%.

Universal, $13.80. Discount, 20 and 5%.

Hoes—Grub, $6.75 per dozen.

Hooks (Grass)—Canadian, No. 2, $3.90 per dozen; No. 3, $4; No. 4, $4.10; No. 5, $4.30; Little Giant, $6.50; Barden Pat., $6.50.

English Fox—No. 2, $7.50 a dozen; No. 3, $8; No. 4, $8.50.

Horseshoes—	Sizes made	Price per keg No. 2 and smaller	No. 1 and larger
Light iron	0-7	$7.75	$8.00
Long heel light iron	3-7	7.75	...
Medium iron	1-8	7.75	8.00
Heavy iron	6-8	7.75	...
Snow	1-6	8.00	8.25
New light XL steel.	1-6	8.20	8.45
Featherweight XL steel	0-4	9.60 all siz.	
Special countersunk.	0-4	10.10 all siz.	
Toe weight (front only)	1-4	10.60 all siz.	

Packing—Up to 3 sizes in one keg, 10c per 100 lbs. extra. More than 3 sizes, 25c per 100 lbs. extra. F.o.b. Montreal.

Terms—Cash in thirty days, less 2% discount.

Hose, Lawn—Corrugated, per hundred feet: ½ in., $13.25; ⅝ in., $15.50; ¾ in., $18. Less 5% for full reel, 500 ft.

Irons (Sad)—Mrs. Potts, polished, $1.90 per set; nickel plated, $1.95.

Handles for above japanned, $20.75 per gross.

Common, No. 1 ,4 and 5 lbs., $20.60 per cwt.; 6 lbs. and up, cwt., $15.

Irons, Electric—Model B, $6.50 list. Classic, $8 list. Discount, 25% to 33%, according to quantity.

Knives, Hay—Spear Point, $15 per dozen; Lightning, $14; Heath's, $14.

Ladders—Step Ladders—Standard, 46c a foot; Household, 35c; Shelf Lock, 4 to 8 ft. only, 32c; Faultless, 4 to 8 ft. only, 46c; Faultless, 10, 12 and 14 ft., 50c.

Single and Fruit Picking—10 ft. to 16 ft., 28c per foot; 18 ft. to 20 ft., 29c.

Roped and Straight Extension Ladders—20 to 32 ft., 32c a foot; 36 to 44 ft., 35c; over 44 ft., 43c; special quality, 20 to 40 ft., 45c; three section extension, 45c.

Fire ladders up to 32 feet are twice the price of ordinary extensions. Over 32 ft. are supplied with supporting legs at three times the price.

Lanterns—Short or long globe, plain, $12; japanned, $12.75; Dash, plain, $18.75; japanned, $19.25; search (round reflection), $15.75; Little Bobs, 2 10-4 20.

Lantern Globes—Cold blast, short or long, 1 doz. cases, $1.35 doz.; 3 doz. cases, $1.20 doz.; 6 doz. cases, $1.15 doz.; Cold Blast genuine ruby, $5.40 doz. F.o.b. factory.

Latches—Steel Thumb, No. 2, $2 per dozen; No. 3, $2.50; No. 4, $3.75; Barn Door, No. 5, $3.30; No. 9, $6.15.

Machines (Washing)—Dowswell, $12.75 each; Noiseless, $17.50; Hamilton, $14; Peerless, $14.50; Snowball, $19.50; New Century, style A, $19.75; style B, $21.75; electric, $160.00; Playtime, engine drive, $27; Ideal Power, $30; Seafoam, electric, style A, $105; engine drive, $50; Sunshine, $10.25; Popular, $14.50; Economic, $16; Puritan, $19.50; New Champion, $21.50; Home, $21.50; Vacuum, $28; Home Water, motor, $28; Whirlpool, water power, $31; Hydro, 1 Tub, engine drive, $57; electric, $116.50; Rotary water motor washer, $29; Connor ball-bearing, with rack, $22.75; Perfection, engine drive, $65; electric, $132; Beaver, $26; power, $27; Connor, vacuum, $27.50; Patriot, $21.50; Jubilee, $12.50; Canada First, $21.50. These prices are less 30%. Freight equalized with Montreal, Ottawa, Toronto, Hamilton, Kingston, London and St. Mary's, or shipments of quarter dozen and upwards.

Stands, Washtub—Dowswell, $44.10 per dozen.

Mattocks—Cutter, $10.00 per dozen; Pick, $10.00.

Mixed Bread—Canuck—No. 4, $36.24 dozen; No. 8, $40.92.

Universal—No. $40,00 a dozen; No. 8, $52.

Mops—Liquid Veneer, $16 per dozen; O-Cedar, less handle, $14; O'Cedar, with handle, $16; S. W. Mops, complete, $4.35; Mop Sticks, No. 8, $2; Cast Head Mop, $2; Crescent, No. 10, $2.60; Crank wringing, $7.35; Smarts', $4.

Mop Wringers—White, No. 1, $16.40 per dozen; white, No. 2, $16.80; white, No. 3, $24.

Mowers, Lawn—(List of Sept. 12, 1921)—Adanac, Woodyatt, Empress, Mayflower, Ontario Daisy, Star, all at 20% off list; Whippet, Thousand Island, Red Wing, Blue Bird are all net.

Nails—List adopted Sept. 10, 1920. Advance over base on common wire nails in kegs: 1 in., $1.50; 1⅛ in., $1.40; 1¼ in., $1.15; 1½ in., 80c; 1¾ in., 75c; 2 in., 60c; 2¼ in., 55c; 2½ in., 30c; 2¾ in., 30c; 3 in., 20c; 3¼ in., 15c; 3½ in., 10c; 4 in., 5c; 4½ in., 5c; 5 in., base; 5½ in., base; 6 in., base. 6½ to 12 in. 2 ga. and heavier, 25c over base.

Standard steel wire nails, f.o.b. London, Hamilton, Milton, Toronto, Owen Sound, Collingwood, Montreal, $3.90 base. Freight equalized on above points.

Windsor, Walkerville, Sandwich, f.o.b. factory prices, carload freight allowed, $4.00.

Sault Ste. Marie, Port Arthur, Fort William, $4.15 base, f.o.b. factory; no freight allowance.

Moulding, Flooring, Slating, Box, Fence, Barrel Nails, 25c per 100 lbs. over common nail prices. Finishing nails, 50c per 100 lbs. advance over common nail price.

Miscellaneous wire nails, 70% off miscellaneous list, f.o.b. Toronto, Montreal, Hamilton and London.

Nails, cut—$4.70.

Roofing Nails—American, large head, keg, $10.50. Less quantities, $12.50.

Nails (Horse)—Capewell C Brand—No. 5, $6.75 per 25 lb. box; No. 6, $6.50; No. 7, $6.25; No. 8, $6; No. 9, $5.75. Discount, 10%.

"M.R.M." Brand—Net price list. No. 3, 5⅝ in. long, $20.25 per 25 lb. box; No. 4, 1¾ in. long, $10.25; No. 5, 1 15/16 in. long, $5.25; No. 6, 2⅛ in. long, $5; No. 7, 2 16/16 in. long, $4.75; No. 8, 2½ in. long, $4.75; No. 9, 2 11/16 in. long, $4.50; No. 10, 2⅞ in. long, $4.50; No. 11, 3 1/16 in. long, $4.50; No. 12, 3¼ in. long, $4.50.

Netting, Poultry—2 in. mesh and 19 gauge wire—12 in., $1.80 per 50-yard roll; 18 in., $2.65; 24 in., $3.40; 30 in., $4; 36 in., $4.75; 42 in., $5.50; 48 in., $6.20; 60 in., $7.70; 72 in., $9.20; 84 in., $10.50; 96 in., $12.

1½ in. mesh and 19 gauge wire—12 in., $3.50 per 50-yard roll; 18 in., $5; 24 in., $6.30; 30 in., $7.75; 36 in., $9.90; 42 in., $10.50; 48 in., $12; 60 in., $15; 72 in., $18.

1 in. mesh and 20 gauge wire—12 in., $4; 18 in., $5.50; 24 in., $7; 30 in., $8.50; 42 in., $12; 48 in., $14; 60 in., $17; 72 in., $20

¾ in. mesh and 20 gauge wire—24 in., $10.50; 30 in., $12.75; 36 in., $15.

½ in. mesh and 22 gauge wire—24 in., $16.50; 30 in., $20; 36 in., $24.

Discounts at present quoted apply only to land 2 in. mesh setting. Other prices have been withdrawn and are quoted only on application.

Toronto, London, Montreal, Canadian netting, 2 in. mesh, 12½% off; 1 in. mesh, 12½% off. American netting, 1 in. mesh, 12½% off.

Invincible—No. 1848, 80c a rod; 2060, 88c. Put up in 10, 20 and 30 rod rolls. F.o.b. Montreal.

Blue Ribbon—24 in., $5.50 per roll; 36 in., $7.15; 48 in., $8.35; 60 in., $9.85; 72 in., $11.25. Put up in 10 rod rolls.

Paper (Building)—Dry fibre, No. 1, Anchor, $1.15 per 400 ft. roll; No. 2, Anchor, 65c; No. 2, Elephant, 65c.

Tarred Fibre, No. 1—Anchor, $1.20; No. 2, 85c.

Elephant Brand, tarred, No. 2, 85c; Surprise Fibre, 70c; Empress Dry Sheathing, $1.45; Stag Sheathing, 70c: Cyclone, dry, $1.15; tarred, $1.20. Joliette Sheathing, 65c; tarred, 85c.

Monarch Sheathing, white, $5.50 per 100 pounds; grey, $4.50; Straw Sheathing, $5.50; Imp. Grey Sheathing, $4.50; tarred straw, $3.40; Imp. White Sheathing, $5.75; Imp. Grey Sheathing, $4.75; Scythe and dry straw, $3.15; Spruce Sheathing, 36 in. and 72 in. wide, $6.90. Asbestos Sheathing, $10; carpet felt, $3.90; tarred felt, 7, 10 and 16 oz., $3.45.

Paste (Stick-Fast)—In barrels, 250 lbs., 14c a pound. Barrels of 5 lbs., cotton bags, 15c. In kegs, 125 lbs., 16c; in 50-lb. boxes, 18c; in 25-lb. boxes, 19c.

Solpar, barrels (200 lbs.), 14c a pound; 2 lb. pkgs., case lots, lb., 16c; 1 lb. pkgs., case lots, lb., 17c.

Picks—Clay, 5 to 6 lbs., $7.80 a doz.; 6 to 7 lbs., $8.50.

Rock—7 to 8 lbs., $9.25 dozen; 8 lbs., $9.75.

HAMILTON
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Boeckh's Brush News



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This Boeckh Brush Display Is A Big *Business Bringer*

DEALERS who put in this display find that it not only helps to increase their volume of brush sales, but also increases their sales of the higher-priced brushes. People who come in to buy a 25-cent brush to do a bit of painting around the house will nearly always buy a better brush if you can show them something better.

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Pins, Clothes—5 gross, 4 in. (loose), $2.25 a case; 4 gross (cartons), 4 in., $2.25; Spring, 2 gross to box, $1.90.

Pitch—Pine, black, per bbl., $13.25; Navy pitch, per bbl., $6.50; Coal tar pitch, per cwt., $1.55.

Planters, Corn—King of Field, $13.20 a dozen; Triumph, $11.

Polish (O-Cedar)—4 oz. bottles, per dozen, net, $2.40; 12-oz. bottles, $4.80; 1 qt. can, $12; ½ gal. cans, $20; 1 gal. cans, $28.

Liquid Veneer—4 oz. bottle, per doz., net, $2.40; 12 oz., $4.80; 32 oz., $10; 64 oz., each, $1.34; 128 oz., each, $2.34.

Pulleys—Axle, No. 1, 1¾ in., 80c a dozen; 2 in., 90c; 2¼ in., 95c; Palmer's, 90c.

Pulleys, Clothes Line—No. 58, japanned, $4.35 per dozen; No. 158, galvanized, $4.45; No. 59, japanned, $4.45; No. 159, galvanized, $4.55.

Pumps—	Pitcher Spout	Closed Spout
No. 2, each	2.85	3.10
No. 3, each	3.15	3.40
No. 4, each	3.75	4.10
No. 70, each	....	6.00
No. 80, each	....	8.00

Pumps, Redwing—No. 0, $6.85; No. 1, $7.50; No. 2, $8.75; No. 3, $10.75; No. 4, $12.75; No. 5, $15.25; No. 6, $18.

Rifles, Winchester—Model 1890, $27.75 each; 1892, $35.70; 1894 (30 and 32 round), $42.40; 1894, (30 and 32 octagon), $45.50; 1895, $55.50; 1902, $8.35; 1904, $10.20; 1905, $53.65; 1906, $24.05; 1906, expert, $27.75; 1907, $64.75; 1894, carbine, with sling and strap, $46.65; 1912, gun, $61.

Rivets and Burrs—Iron rivets, 7-16 inch and smaller, blacked and tinned, 52½%; Iron burrs, 52½% off list on 200-lb. kegs. Extras, add 1c to list on 100-lb. kegs; 3c on 50-lb. boxes; 4c on 25 lb. boxes, 8c on 1 lb. pkgs.

Copper rivets, usual proportion of burrs, 32½% off; burrs, add 10%. Extras on copper rivets, ½ lb. pkgs., 1c per lb.; ¾ lb. pkgs., 2c lb. Coppered rivets, net extras, 3c per lb.

Roofing—Samson, 1 ply, $2.65 roll; 2 ply, roll, $3.10; 3 ply, roll, $3.80.

Red Star, 2 ply, $1.85 roll; Red Star, 3 ply, $2.20.

Everlastic, 1 ply, $1.70; Everlastic, 2 ply, $2.05; Everlastic, 3 ply, $2.40.

Panamoid, 1 ply, $1.50; Panamoid, 2 ply, $1.85; Panamoid, 3 ply, $2.20.

Everlastic Multi-Shingles (4 shingles in one), per square, $6.00.

Everlastic Liquid Roofing cement—Per gal., in bbls., 70c; 5 and 10 gal. lots, gal., 80c; 1 gal. cans, gal., doz., $10.50.

Coal Tar (refined), per barrel, $10.50; coal tar (crude), $9.25.

Roofix Roofing Cement—In bbls., per gallon, 60c; in ½ bbls., per gal., 65c; in 5s and 10c, 70c; 1 gal. cans, per doz., $9.

Rope—Pure Manila basis, 23c a pound; Beaver Manila basis, 20c; New Zealand hemp basis, 20c; Sisal basis, 18c. These quotations are basis prices, ¾ in. and larger diameter. The following advances over basis are made for smaller sizes: ⅝ in., ½c; 9-16 to 7-16 in., inclusive, 1c; ⅜ in., 1½c; ¼ and 5-16 in., 2c; 3-16 in., 2½c extra.

Single lath yarn basis, 18c; double lath yarn, 18½c; halyards, 50c; Beaver halyards, white, ¾ in. basis, 35c.

Hemp, deep sea line basis, 50c; hemp, tarred ratline basis, 45c; hemp, tarred bolt rope basis, 45c; marline and houseline, 45c. Extra charge for shorter lengths than half coils, 2c per pound additional.

Cotton, ⅛in., 51c a pound; 5.32 in., 50c; 3-16 in., 47c; ¼ in. and up, 45c.

Sandpaper—B. & A. sandpaper, less 5%; Star sandpaper, less 5%; B. & A. emery cloth, plus 25% on list.

Scales—Champion, including stamping, list net: 4 lb., $6.60; 10 lb., $8.65; 240 lb., $12.65; 600 lb., $35.80; 1,200 lb., $43; 2,000 lb., $57.10; 2,000 lb. drop lever, $64.75.

Scythes—Cast steel, $15 a dozen; Golden Clipper, $16; Little Giant, $17; Bush, $16.

Snaths—1 loop, $16.80 a dozen; 2 loops, $15.80; 3 loops, $14.70; Bush, $18.20.

Screws—Discounts off Standard List—Wood, F.H., bright, 82½%; Wood, R.H., bright, 80%; Wood, O.H., bright, 80%; Wood, F.H., brass, 77½%; Wood, R.H., brass, 75%; Wood, O.H., brass, 75%; Wood, R.R., bronze, 72½%; Wood, O.H., bronze, 70%; Square cap, 40%; Hexagon cap, 40%; Set Screws, 70%.

Screws, Iron Bench, No. 14—1 in., $11.25; 1⅛ in., $13.50; 1¼ in., $15.65.

Spiders—Cast, No. 7, $1; No. 8, $1.05; No. 9, $1.15.

Cast—Nickel Plated—No. 7, $1.26; No. 8, $1.35; No. 9, $1.50; No. 10, $1.75.

Spades, Shovels and Scoops—Plain back shovels and spades, draining tools, hollow back scoops, sand shovels, hollow back shovels, hollow back coal shovels, riveted back scoops, miners' spring point shovels. 1st. 2nd and 4th grades, all 55%. These discounts apply whether goods are sold in carload or less than carloads, and apply only to Black List, Black List prices being as follows:

Plain back shovels and spades, No. 2 black—1st, $29; 2nd, $28; 3rd, $25.

Draining tools, No. 2 black—1st, 29; 2nd, $27.50.

Hollow back scoops, No. 2, black—1st, $34.50; 3rd, $32.

Coal shovels, hollow back, No. 2, black—1st, $32; 3rd, $30.

Sand shovels, No. 2, black—1st, $27.50; 3rd, $24.

Hollow back shovels, No. 2, black—1st, $27.50; 3rd, $24.

Riveted back scoops, No. 2, black—1st, $37.50; 2nd, $35.50; 3rd, $34.

Miners' spring point shovels, No. 2—1st, $36.50.

Net Extras—For each size larger than No. 2, add 35c dozen net. Full polished, add $1 per dozen net. Half polished, add 50c per dozen net. F.o.b. London, Hamilton, Toronto, Gananoque, Ottawa, Collingwood, Sherbrooke, Montreal, Quebec, Halifax, St. John, Moncton and freight may be equalized thereon. On shipments less than 5 dozen f.o.b. factory only.

Spikes, Ship—Base, ⅜ in. and larger, $5 per 100 lbs. ¼ and 5/16 in., $5.50 per cwt. F.o.b. Montreal, Belleville, Toronto and Hamilton, with freight equalized on these points.

Spouts, Sap—Eureka, $15 per thous.

Staples (Fence)—Bright, $4.40 per 100 lb. keg; galvanized, $5.40.

Stoves (Oil Burning Cooking)—Perfection No. 32, 2 burner, $21.50 each;

Staples (Poultry netting)—Bright, $7.25 per 100 pounds in kegs; galvanized, $8.25. Discount 10 per cent. Net extras (not subject to discount)—Coppering, 60 cents per 100 pounds, 10-lb. wooden boxes, $1.50 per 100 pounds; 25-lb. and 50-lb. wooden boxes, $1.

Perfection No. 33, 3 burner, $26; Perfection No. 34, 4 burner, $34; No. 22G oven for above stoves, $8. Discount, 30% off list.

McClary Glass Front Oven, No. 170, each, net, $4.75. Detroit Glass Front Oven, No. 85, each, net; Hot Blast, plus %.

Oil Burning Heaters—No. 525, $8.75 each; No. 530, $9.75; No. 630, $12.50. Discount 30% off list on these three numbers. Hot Blast, plus 10%.

Stretchers, Wire — Hercules, $3.60 doz. Stretchers, curtain—Star, No. 1, $27.60 doz.; Star, No. 2, $30 doz.; Sun, No. 1, $20; Sun, No. 2, $22.

Swings—Ontario, 4-passenger, $8.75.

Tacks—Wire tacks, 60/25% from revised hardware tack list adopted January, 1922; double-pointed tacks, 60/25%

Shoe Findings—List adopted November 21, 1921.

Tapes, Measuring (Lufkin)—263, 50 ft., Challenge, steel, $4.95 each; 103, 50 ft. Reliable Jr., steel, $5.25 each; 243, 50 ft. Rival, steel, $4.40 each; 553, 50 ft. Steel, $3.95 each; 1243, 50 ft. Rival Jr., steel, $4.06 ea.; 603, 50 ft. Metallic, $3.17 each; 604, 66 ft., Metallic, $3.54 each; 403, 50 ft. Linen, $2.39 each; 713, 50 ft. Ass Skin, $6.15 doz.; 714, 66 ft. Ass Skin, $7.37 doz.; 143, 3 ft. Steel Pocket, $7.27 doz.; 145, 5 ft. Steel Pocket, $9.20 doz.; 175, 5 ft. Linen Pocket, $6.35 doz.; 165, 5 ft. Cotton Pocket, $1.55 doz.

Toasters, Electric—Universal, $7.80; C. G., $5. Discount, 20 and 10%. Canadian Beauty, $5.43; Upright, with rack, $6.40.

Tools, Harvest—Waverley, Wellandvale, Rixford, Maple Leaf, Bedford, 60% off new list.

Track, Barn Door—Hatch Trolley, per ft., 22½c; brackets for this, per doz., $2.20.

National Flat Track, 1¼ in. per 100 ft., $10.85. Storm King Flat, No. 60, list less 20-10%. Safety Flat, No. 60, list less 20-10%. Reliable No. 1 and 2, 20c per ft., less 20-10%. Round Trolley No. 1918, 20c per ft., less 20-10%.

Traps (Game)—Victor, No. 1 Giant, $3.35 per dozen; Jump, No. 1, $3.50; Hawley & Norton, No. 1, $5; Newhouse, No. 1, $7.50. All these include chains.

Tubs, Wood—No. 0, $26 per dozen; No. 1, $23.10; No. 2, $20.90; No. 3, $17.60. F.o.b. Newmarket.

Twine, Binder—500 ft., 17¼c a foot; 550 ft., 18¾c; 600 ft., 20¼c; 650 ft., 21¼c. Freight prepaid to nearest station in lots of 300 lbs. and over. (This applies to Eastern Canada only.) Rebate of ⅛ cent lb. on 10,000 lbs. and ¼ cent lb. on 20,000 lbs.

Twine (Cotton)—5-lb. sack, 3-ply, lb., 47½c; 4 ply, lb., 50c.

Cones, 3 ply, lb., 44c; 4 ply, lb., 47c.

Tin and Enamelwares—

Britannic, list plus 15%.
Scotch Grey Ware, 50 and 10%.
Colonial, 40%.
Imperial ware, 40%.
Pearl, 40%.
Premier, 20%.
Canada ware, 20%.
Crescent, 50 and 10%.
White ware, 50 and 10%.
Japanned ware, net list.
Japanned ware, white, list, plus 10%.
Plain and japanned sprinklers, list, 10%.
Stamped ware, plain, 50 and 10%.
Stamped ware, retinned, 50%.

Copper bottoms, plus 40%.
Tinners' trimmings, plain 50/10%.
Tinners' trimmings, retinned, 50%.
Tinners' trimmings, general, write for prices.
Factory milk cans, list, plus 15%.
Milk can trimmings, list, plus 33⅓%.
Cream cans, write for prices.
Railroad cans, write for prices.
Sheet iron ware, list, plus 10%.
Pieced ware, ordinary, list, plus 20%.
Pieced tinware, C. B., list, plus 30%.
Fry pans, Acme, 33⅓%.
Fry pans, Quick Meal, net list.
Spiders, steel, net list.
Fire shovels, japanned, list, plus 10%.
Fire shovels, japanned, list, plus 10%.
Steel sinks, galvanized, net list.
Steel sinks, painted, net list.
Light galv. pails and tubs, net list.
Heavy galv. pails and tubs, net list.
Hollow ware, add 40 per cent.
Garbage pails, net list.
Jap. coal hods, list plus, 33⅓%.
Galv. coal hods, list, plus 33⅓%.
Paper lined boards, 40%.
Wood lined boards, 25%.
Copper boilers, 10%.
Copper tea kettles, 10%.
Copper tea and coffee pots, 10%.
Stove and other pipe, net list.
Stove pipe elbows, black and galv., net list.
Stove pipe thimbles, 60%.

Wire — Annealed or Bright — Advances over base price on sizes lighter than No. 9. No. 9 and heavier, 6c; No. 11, 12c; No. 12, 20c; No. 13, 30c; No. 14, 40c; No. 15, 55c; No. 16, 70c.

Annealing, no extra. Oiled and annealed extra, 15c. Coppering and liquor finish extra, $1 to $1.50. Tinning extra, $2 to $3.

Bright base, $4.30. Annealed base, $4.30. Galvanized base, $4.60.

Barbed wire, $5.50. Coiled spring wire, 9 gauge, $4.65.

Extra net, per 100 lbs.—Oiled wire, 15c; bright, soft drawn, 25c-70c.

Stovepipe Wire—No. 18, $8.75; No. 19, $9.25.

Weights, Sash—Sectional, 1 lb. per 100 lbs., $2.75; sectional, ½ lb., per 100 lbs., $2.85; solid, 3 to 30 lbs., per 100 lbs., $2.50.

Wheelbarrows—Navvy, steel wheel, $105 a dozen; garden steel, $78.75; light garden, $84. F.o.b. Montreal, Toronto, London.

NOTICE
TO AUTOMOBILE DEALERS

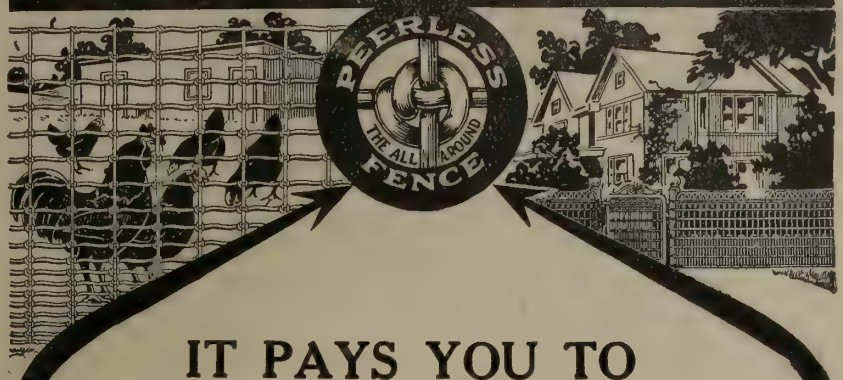
Sealed tenders marked "Tender for Contract No. 660" will be received by the undersigned until 12 o'clock noon on Friday, February 17th. 1922 for the purchase of the following used Motor Vehicles, and for their replacement with Motor Vehicles of the same type or as approved:-

McLaughlin Motor Cars, 11 Ford Roadsters, 26 Ford Touring Cars, 1 Ford One Ton Truck.

The above used cars may be seen at the Ontario Government Garage 20 Surrey Place, Toronto. Further information and tender envelopes may be obtained at the office of the undersigned.
The lowest or any tender not necessarily accepted.

W. A. McLean.
Deputy Minister of Hghways.
Dept. of Public Highways, Ontario
Toronto, January 31st. 1922

PEERLESS FENCES
Stand Every Test



IT PAYS YOU TO SELL PEERLESS QUALITY

It pays you to handle PEERLESS, a quality fence. We absolutely stand back of every rod you sell. You are sure of satisfied customers and future business. With the complete Peerless line you have a fence for every need.

Peerless Farm Fence

Strong enough to withstand any strain demanded. Endued with long life because heavily galvanized. Locked with the same weight wire as the strands themselves. A complete ranges of heights and styles.

Peerless Poultry Fence

Peerless Poultry Fence supplies the increasing demands of Poultry Breeders. Made in any height, from three to eight feet. Heavier than netting and less expensive.

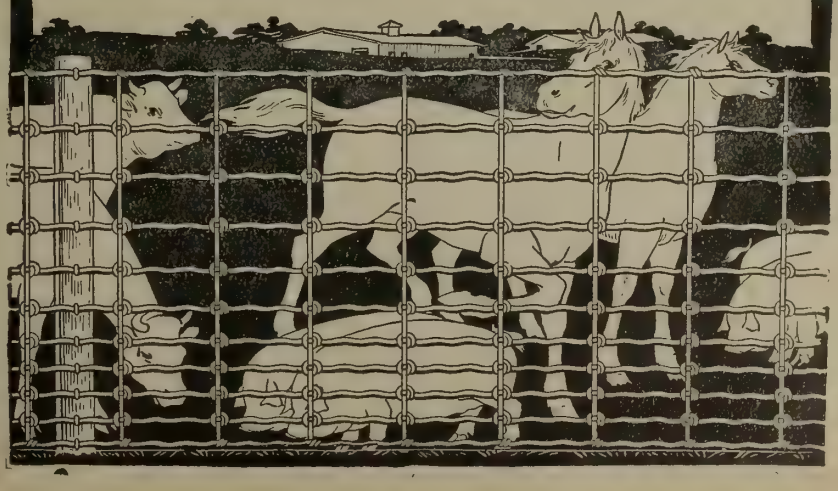
Peerless Ornamental Fence

Appeals to every farmer or home owner who really wants to improve his property and have an attractive residence. Made now in seven styles. Any height up to six feet and in three finishes, galvanized, green or white. A postal brings you our new booklet.

See Booths 76 and 77 at the Convention

A cordial invitation to visit the exhibition of Peerless Fences and Gates, with Mr. Jenkins in charge, is extended to all Hardware Dealers.
The Peerless plant on Lottridge Street will also be open for inspection by delegates during Convention Week.

THE BANWELL-HOXIE WIRE FENCE CO., LIMITED
Hamilton, Ontario Winnipeg, Manitoba



PAINTS AND OILS

Alabastine—Colors and white—2½ lb. packages, $10.10 for 100 lbs.; 5 lb. packages, $9.60 for 100 lbs. F.o.b. Paris or nearest jobbing house.

Beeswax—Small quantities, 45c per pound; larger quantiites, 40c.

Blue Stone—Per lb., bbls., 7c; less quantities, 10c.

Borax—Lump crystal or powdered borax, 10c pound.

Bronzing Liquid—Bronzing liquid, No. 1, $2.25 a gallon. Banana oil, $4.25. a gallon.

Brushes—Floor waxing—Acme, 15 pounds, $2.70 each; 20 pounds, $3.25; 25 pounds, $3.80.

Coating—Cement coating, P. & L., $5.40.

Coal Tar—In quart tins, per case of three dozen, $3.75 per dozen; less than cases, $3.95 per dozen.

Colors (Dry)—Per pound—
Raw and Burnt Umber, 100 lb. kegs, No. 1, 6-9½c; less quantities, 11-15c.
Raw and Burnt Sienna, 100 lb. kegs, 6-9½c; less quantities, 12-15c.
Imp. green, 100 lb. kegs, 15c.
Chrome green, C.P., 40-45c.
Chrome yellow, 25-35c.
Brunswick green, 100 lb. keg, 11-13c.
Indian red, 100 lb. keg, 15-20c; No. 1, 100 lb. keg, 8c.
Lamp black, in bulk, 24c; packages, 25-28c.
Venetian red, best bright, 6½-9c; No. 1, 3¾-5½c.
Drop black, pure dry, 12-15c.
Golden Ochre, 100 lb. kegs, 5c.
White ochre, 100 lb. keg, 6c; barrels, 5c.
Yellow ochre, barrels, 3-6c.
French ochre, bbls., 5-8c.
Spruce ochre, 100 lb. keg, 5-8c.
Can. red oxide, bbls., 3c.
Super magnetic red, 5c.
Vermillion, Mexican, 75c.
English vermillion, $1.85.

Colors in Oil—Pure, in 1 lb. tins:

Venetian red, 27c; Indian red, 30c; Chrome yellow, pure, 50c; Golden ochre, pure, 34c; French spruce ochre, pure, 29c; Greens, pure, 35c; Siennas, 36c; Umbers, 36c; Ultramarine blue, 70c; Prussian blue, 95c; Chinese blue, 95c; Drop black, 42c; Ivory black, 44c; Signwriters' black, pure, 48c; Imperial black, 25 lb. irons, 39c.

Colors—Mortar—Brown, per pound, 2¼c; red, 2¾c; black, 7c; buff, 3c.

Dryers—I. V. housepainters' japan, gal cans, $3; I. V. liquid dryer, $2 75. Discount, 50 per cent. on both these. Housepainters', $1.15.

Enamels (White)—Per gallon: Dougall white enamel, $7.43; Vitralite, $7.77; Duralite, $6; Old Dutch, $6.27; B-H "White" Enamel, $6.50; Martins, white, $7; Satinette, $7.23; C. P. Co. Albagloss, $6.30; C. D. Master Painters, $6.75; Mooramel, $7; Lowe Bros., Linduro, $7; Sunshine, white, $6; Kyanize, $8; Solpar, $4.50; Paripan, $9; Jasperlac, $4.25; Invincible, $6; Hillcrest, $7; Adelite, A. & E., $7.65; Adelite, A. & E., $5.40; Floglaze, $4.50; Ripolin, $7.09.

Glue—English, sheet, per lb, 24 to 30c; White pigsfoot, 50c; Cake bone, 112 lb. bags, 24 to 30c; Hides, 112 lb. bags, 30 to 32c; Ground glues, 112 lb. bags—English, per lb., 22 to 24c; Canadian, 16 to 18c.

Glass—	Star or Double
Case lots.	16 oz. or 24 oz.
Up to 25	$ 5.50 $ 9.05
26 to 40	6.95 11.40
41 to 50	7.65 12.55
51 to 60	7.95 13.05
61 to 70	8.35 13.65
71 to 80	8.80 14.40
81 to 84	10.30 17.70
85 to 90	10.85 18.55
91 to 95	.... 20.80
96 to 100	..... 22.60

Cut size sheet glass, 75 per cent. off November, 1920, list.

Glaziers' Points—Zinc coated, 7c ½ lb. package.

Lead, White—(Ground in oil)—Prices are per 100 lbs. in ton lots. Less than ton lots are 35c per 100 lbs. higher than quoted below. F.o.b. Brantford, 50c; London, 55c; Windsor, 60c per 100 lbs. F.o.b. Toronto William and Port Arthur. 75c per 100 lbs. Maritime differential 50c per 100 lbs. over Montreal.

	Montreal.	Toronto
Anchor, pure	$12.75	$13.20
Champion, pure	12.75	13.20
Crown Diamond, pure	12.75	13.20
and Hamilton, 45c per 100 lbs. F.o.b. Fort		
Green Seal pure	12.75	13.20
I. V. Perfection	12.75	13.20
Ramsay's pure	12.75	13.20
Moore's pure	12.75	13.20
Tiger, pure	12.75	13.20
O.P.W., Dec., pure	12.75	13.20
Elephant Genuine	13.25	13.70
BB Genuine, less than tons	14.10	14.55

Lead (Red Dry)—Per 100 lbs.—Genuine, 560 lb. casks, $11.00; Genuine, 100 lb. casks, $12.00; less quantity, $13.00. F.o.b. Montreal and Toronto.

Linseed Oil—(Raw)—Per gal.—1 to 2 bbls., 90c. Boiled—1 to 2 bbls., 93c.

Litharge—Casks, per cwt., $9.25; smaller quantities, per lb., 10¾c.

Muresco—Per 100 lbs.	White.	Tints.
350 lb. bbls.	$7.15	$8.25
200 lbs., half bbls.	8.00	9.10
100 lbs., kegs	8.25	9.35
Cases, 20 5-lb. pkgs.	8.80	9.90

Paints, Prepared—Price per gallon, 1 gallon can basis—

C. P. Co. Elephant white, $3.85; Sanitone, white, $3.45; Sanitone, colors, $3.35; C. P. Co., pure white, $3.95; C. P. Co., pure colors, $3.60; C. P. floor paint, $3.55; Elephant floor paint, $3.30; Victoria floor paint, $2.90.

B-H English, colors, $3.60; English, white, $3.95; Fresconette, white, $3.45; Fresconette, colors, $3.35; floor, $3.55; porch floor, $3.60.

Crown Diamond, white, $3.70; colors, $3.35; floor, $3.30; porch, $3.30; flat wall tone, white, $3.45; colors, $3.35.

Moore's House Colors, white, $4.35; House Colors, colors, $4.10; Preesrvo Paint, white, $2.95; colors, $2.85; floor paint, $3.80; Sani-Flat, $3.80; Porch and Deck Paint, $4.10.

I. V. Elastica, white, $3.55; Elastica, colors, $3.70; Flatine, int. wall, white, $3.45; Flatine, int. wall, cilors, $3.35.

Lowe Bros., H. S. White, No. 328, $3.95; H. S., color, $3.60; H. S. floor, hard drying, $3.55; H. S. Porch, $3.60; Mellotone, flat wall, white, 3.50; color, $3.35.

Jamieson's Crown Anchor, $3.45.

O.P.W. Canada Brand, white, $3.95; colors, $3.60; floor, $3.55; Flat Wall, white, $3.45; color, $3.35.

Ramsay's Pure, white, $3.80; colors, $3.45; floor, $3.40; porch, $3.45.
Glidden's white, $3.95; colors, $3.60.

Martin-Senour, 100%, white, $3.95; colors, $3.60; porch, $3.60; Neutone, white, $3.45; Neutone, colors, $3.35; floor paint, $3.35.

Sherwin-Williams, white, $3.95; colors, $3.60; floor, $3.60; porch, $3.60; Flat Tone, white, $3.45; colors, $3.35.
Maple Leaf, white, $3.95; colors, $3.60; floor, $3.55.

Pearcy's Prepared, colors, $3.05; white, $3.40; floor, $3.
Adelite, white, $3.95; colors, $3.60; Industrial white, $3.50.

Barrett's Everjet Elastic Carbon Paint—Barrels, per gal., 80c; half barrels, 85c; 5s and 10s, 95c; 1s, per case, doz., $12.00.

Everjet Black Enamel—Crates, 2 doz., 8 oz., $1.45; crates 12 doz., 8 oz., $1.40; 1 gal. cans, gal., $1.50; 5-10 gal. cans, gal., $1.35; barrels-half bbls., gal., $1.25.

Carbosota Liquid Creosote Oil—Barrels, 60c; half barrels, 65c; 5s and 10s, gal., 95c; 1s (case 12 gals.), Montreal, $8.50; Toronto, $9.50.

H. T. & A. Co.'s Creosote Oil—Barrels, 45c; half-barrels, 50c; 5s and 10s, 60c. F.o.b. Montreal and Toronto.

Paris Green—100 lb. lots—½ lb. paper cartons, per lb., 52c; 1 lb. paper cartons, 50c; ½ lb. tins, 54c; 1 lb. tins, 52c; 25 lb. tins, 48c; 50 and 100 lb. drums, 46c; 250 lb. kegs, 44½c; 100 lb. barrels, 44c. Terms: 1 per cent. 15, or 30 days net. F.o.b. Montreal, Toronto, Hamilton, London, Ottawa, Quebec, Moncton, St. John's and Halifax. Yarmouth and P. E. I. points ¼c per lb. extra.

Polish (O-Cedar)—4 oz. bottles, doz., $2.10; 12 oz. bottles, $4.20; 1 qt. can, $10.50; ½ gal. cans, $16.80; 1 gal. cans, $25.20.

Putty (Standard)—Less than tons—Bulk, bbls. (800 lbs). per cwt., $5.90; 100 lb. drums, $6.75; 25 lb. drums, $7; 12½ lb. irons, $7.25; Bladders in bbls. (400 lbs.), $7.65; in cases (100 lbs.), $7.75. Tons 35c lower. Pure linseed putty, $2 cwt. advance on above prices. Hamilton prices same as Toronto; Windsor and London 5c advance on above.

Plaster Paris—Single barrels, $4.

Rosin—Barrel lots, per 100 lbs.—G., medium grade, $5 to $7.50; water white, $7 to $9.50.

Remover (Paint and Varnish)—High Standard, $3; Taxite, 1 gal. cans, $3; B-H Vanisher, $3; Chalco, $3; Klensa, $3.60; Cumoff, $3; Dougall Lingerwett, $3.25; Takeoff, $3; O.P.W. Presto, $2.60; Solvo, $3.60; Varn-off, $3; Adelite, $3.

Shellac—Per gal. in bbls—White, $4.65; orange, $4.15. Gal. jugs, white, $5; orange, $4.50. F.o.b. Toronto, London, Montreal.

Sulphur—In 100 lb. bags, per pound, 4½c.

Shingle Stains—

	Ordinary Colors.	Greens
Sherwin-Williams	$1.39	$1.60
B-H Anchor	1.40	1.60
M. L. Creosote	1.40	1.60
Soligum	1.25	1.60
Martin Senours	1.40	1.60
Elastica	1.40	1.60
Hillcrest	1.40	1.60
"C.D." Shingle Stain	1.20	1.40
Canada Paint	1.75	2.00
O.P.W. Creolin	1.30	1.50

Tar—Coal tar, refined, $10.50; crude, $9.25.

Turpentine—Single bbls., gal., $1.30; 2-4 bbls., gal., $1.29; 5 gal. lots, per gal., $1.45.

Varnishes—Per gal. cans—B-H Floors, $4.08; Maritime Spar, $5.13; Hard oil, $2.76; Gold Medal, $3.42; Elastilite, $3.85; Granitine Floor Finish, $3.85; Hydrox Spar, $3.95.

C. P. C. Sun Varnish, $4.30; Sun Aero Spar, $4.50; Sun Waterproof Floor, $4.40.
Glidden Wearette, $3.90; floorette, $3.90.
I. V. Elastica, No. 1, $4.89; No. 2, $4.48; Floor, $4.
Jasperite Interior and Exterior, $3.75; Indestructo, floor, $3.75; Pale Hard Oil, $3.75.
P. & L., No. 61, $5.04.
Jamieson's Copaline, $4.
M-S Marble-Ite Floor, $4.22; Wood-Var, $4.06; Durable Spar, $5.13; Finest Interior, $4.87.
Moorlastic Floor, $4.25; T. 45 Floor, $3.50; Moorvar Interior, $3.25; Moore's Spar, $5.
S. W. Elastic Interior, $3.14; Mar-not, $3.93; Quick Action House, $2.65; Rexspar, $5.04; Scar-Not, $4.66.
Lowe Bros., durable floor, $4.50.
Solpar, Spar Marine, $6; House Spar,, $4.50; Floor, $4.50; Interior, $3.50.

Kyanize Spar, $5.15; Cabinet Rubbing, $4.85; Interior and Floor, $4.85.
Luxeberry light, $4.72; Granite, $4.90; Spar, $5.62.

Ramsay's Universal, $3.75; Agate Floor, $3.95; 400 Hard Oil, $3.25.
"C. D. Big 4" Exterior, $5; Interior, $4.50; General purpose, $4.18; Furniture, $2.25.

Dougall Univernish, clear, $4.40; Transparent, spar, $4.90; Transparent, floor, $4.40.

Adelite, No. 103, Floor, $3.90; No. 105, Flat, $3.90; No. 100, Spar, $5.70. F.o.b. Montreal and Toronto.

Water Paints—Per 100 lbs. in 5 lb. packages—Frescota, white, $7.50; Decotint, white, $8.50; Coralite, white, $9; Perfecto, white, $8.50; Rockface, bbls., 250 lb., 5c; Opalite, 300 lb. bbls., 17½c; Opalite, 100 lb. pkg., 18½c; 1 gal. packages, per pkg., $1; ½ gal. package, per pkg., 52½c; Ramsay's "Ideal," 310 lb. bbls., 40½c; Sturgeon's Solpar, 40c.

Waste—Cream, polishing, 19c.

White—xxx, 18c; xx, 16c; x, 15c; xc, 14c; xxx ex, 16½c; xx grad., 15½c; XLCR, 14½c; X empire, 13c; X press, 11½c.

Colored—No. 1, 13½c; No. 1A, 11½c; No. 17, 12½c; No. 1B, 10½c; Fancy, 14c; Lion, 12½c; Standard, 11c; Popular, 10c; Keen, 9c. Discount for quantity.

Wax—B-H Wax, 45c; Berry Bros., 70c; Imperial Floor Wax, 35c; Anchor, 38c; O.P.W. Lion Brand, 38c; Old English, 67c; Johnson's, 67c; Jamieson's liquid wax, gal., $3.50; Ramsay's, 45c; Martin-Senours, 38c; I. V. Wax, 38c; Sherwin-Williams, 60c; Solpar, $8.80 to $9.90; Crown Diamond, 40c; Hillcrest, 45c; Plymouth Rock, 45c; Champion white, 50c; Ad-el-ite paste, 45c.

Whiting—Plain, in bbls., $2.50; Gilders, bolted in bbls, $2.75.

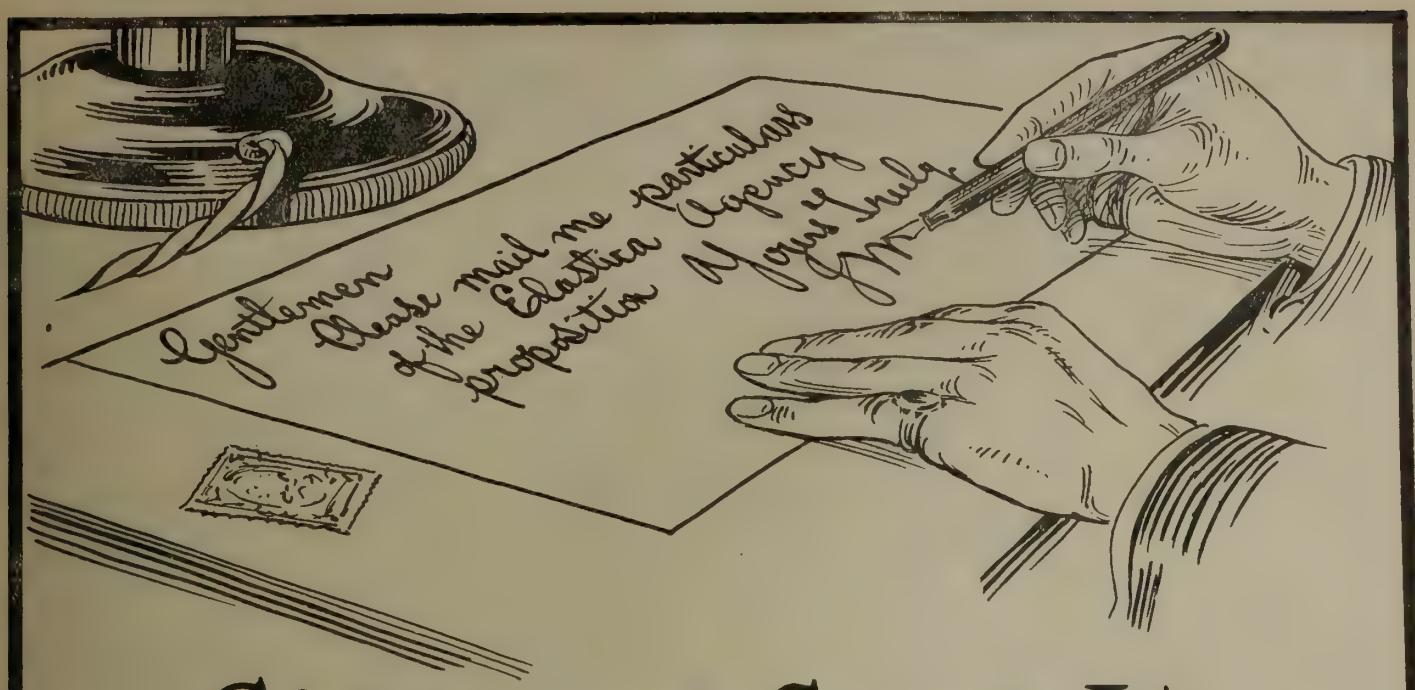
Wood Alcohol—Per gal.—In five gallons. $1.75; Methylated Spirits, $1.90 to $2.55.

Wood Filler (Paste)—Kleartone—Forest green, fumed and mahogany—1 lb. cans, 30c a pound; 2 lb., 35c; 5 and 10 lb., 33c; 25 lb., 31c. Discount 50 per cent.

Wood Filler (Liquid)—Crown Diamond, per gal. in qt. tins, $1.70.

EAGLE LAMP BLACK
Made only by
THE L. MARTIN COMPANY
81 Fulton Street, NEW YORK
Agents in
Montreal, Winnipeg and Toronto

THE PARMENTER BULLOCK CO.
Limited
GANANOQUE, ONT.
Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Fence Plates.



Sign and Send It *Now!*

Just a penny postcard requesting us to send you particulars of the Elastica agency proposition.

The work of a monent but a moment well spent. By return mail we will send you detailed information about

TRADE ELASTICA MARK.

The Complete Line of Paints and Varnishes

and will show you the many and varied advantages that will accrue to you through the exclusive agency for these widely known and popular Paint and Varnish Products.

Some of Canada's most successful Paint Dealers have found the Elastica Agency the straight road to bigger and better paint and varnish sales. The very fact that it offers a Complete Line—a paint, varnish, stain or enamel for every customer's requirements—is a point worth remembering.

Bear in mind that your post card enquiry involves no obligation at all. We just think you'll be interested and will be glad of the opportunity to place our proposals before you.

INTERNATIONAL VARNISH CO. LIMITED.

MONTREAL WINNIPEG TORONTO HALIFAX VANCOUVER

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THE GENDRON MANUFACTURING COMPANY, Limited

Makers of

a complete line of

CHILDREN'S VEHICLES

Bathroom Fittings



EXHIBIT

Hamilton Hardware Convention

(Section No. 62) **Armouries**

Feb. 14th. to 17th.

See our representatives

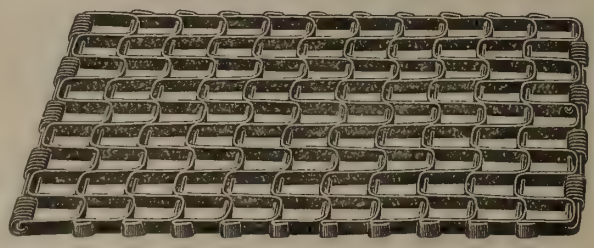
THE GENDRON MANUFACTURING COMPANY, LIMITED, TORONTO

Order Now For Spring

Keystone Flexible Steel Mats and Matting

The Most Durable and Satisfactory Steel Mat Made

Matting made in 100ft rolls, all widths, from which any length of mats can be made



Made Of Galuanized Ribbon Steel Continuous Crimp No Short Pieces

Keyetone Mats are reversible and flexible. Will adjust themselves to uneven surfaces. Do not warp or turn up at the edges

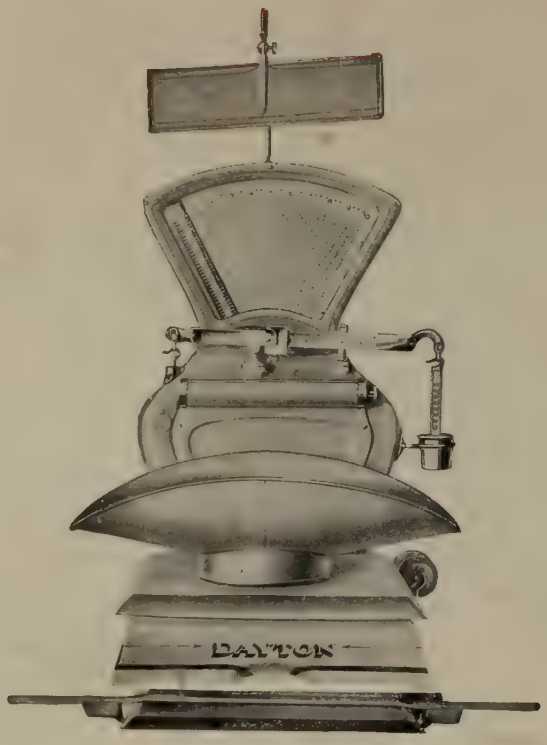
THE IDEAL DOOR MAT, of rigid construction, made in three sizes 16 x 24, 18 x 30, and 22 x 33 inches, is the lowest priced Wire Mat made.

Ask us for information

PORT HOPE MAT & MFG. CO., PORT HOPE, ONT.


SHERWIN-WILLIAMS
AUTO FINISHES
THE SHERWIN-WILLIAMS CO. of Canada, Limited
ENAMEL AUTO MAROON
MADE IN CANADA
M S
COVER THE EARTH
Bring the Automobile Owners To Your Store With
SHERWIN-WILLIAMS
AUTO FINISHES
—A group of Sherwin-Williams "Cover The Earth" Products, made specially for the refinishing of automobiles.
No man likes to drive a shabby car. And not every man is disposed to incur the expense involved in having his auto refinished by a professional. Sherwin-Williams' Auto Finishes simplify the problem, because by their means any car owner can himself make an old car look like new at a trifling expenditure of time and money.
The line is complete and includes
Auto Enamel
Auto Polish
Auto Metal-Brite
Flat Black Lamp Enamel
Tire and Mat Paint
Rim Paint
Mohair Top Dressing
Rubber Top Dressing
Flaxoap
Lining Dye
Leather Seat Dressing
Gasket Shellac
Engine Enamel
—each one made up to the world-famous "Cover The Earth" quality standard.
The S.W. Agency will connect you with the demand for these and the other S.W. Paint Products. May we send you full particulars?
THE SHERWIN-WILLIAMS CO.
of Canada, Limited
PAINT VARNISH & COLOR MAKERS
LINSEED OIL CRUSHERS
FACTORIES: MONTREAL, TORONTO, WINNIPEG, LONDON, ENG.
OFFICES & WAREHOUSES: MONTREAL, TORONTO, WINNIPEG, CALGARY, VANCOUVER, HALIFAX N.S., LONDON, ENG.
SHERWIN-WILLIAMS
Old Dutch Auto Enamel
GRAY
THE SHERWIN-WILLIAMS CO. of Canada, Limited
"Save the surface and you save all" Paint & Varnish

For Lighter Work *and* Larger Profits in the Hardware Trade



Equip your store with the

DAYTON Hardware Scale

and your weighing becomes scientific in its exactness. Certainty takes the place of guesswork. Profits do not trickle away in faulty weights. Place a Dayton in each department of your store and you provide for yourself at a trivial cost Effective Profit Insurance.

Here's another real protector for the merchant:

THE INTERNATIONAL TIME RECORDING DOORLOCK

Visitors to the exhibition being held in connection with the Hardware Men's Convention in Hamilton should see this wonderful new equipment which assures absolute protection to the store. This lock furnishes a printed record of the time your store was opened; of who opened it and who closed it; of whether or not anyone was in your store outside of business hours and for how long.

Don't miss the demonstration of this Recording Lock at the International Business Machines Co., Booth No. 45

International Business Machines Co., Limited

F. E. Mutton, Vice President and General Manager **Head Office and Factory: 300 Campbell Ave., TORONTO**

For your convenience we have Service and Sales Offices in—Vancouver, Calgary, Edmonton, Saskatoon, Regina, Winnipeg, Walkerville, London, Hamilton, Toronto, Ottawa, Montreal, Quebec, Halifax, St. Johns, Newfoundland.

Also manufacturers of International Time Recorders and International Electric Tabulators and Sorters.

March, 1922 CANADIAN HARDWARE JOURNAL and the CANADIAN TIRE & ACCESSORY JOURNAL Have been consolidated into HARDWARE AND ACCESSORIES $1 Yearly

HARDWARE AND ACCESSORIES

PAINTS·ELECTRIC·HOUSEWARE·HEATING·LIGHTING·

Vol. 14, No. 3 OLD SERIES

Published Monthly by WESTON WRIGLEY 123 BAY STREET, TORONTO

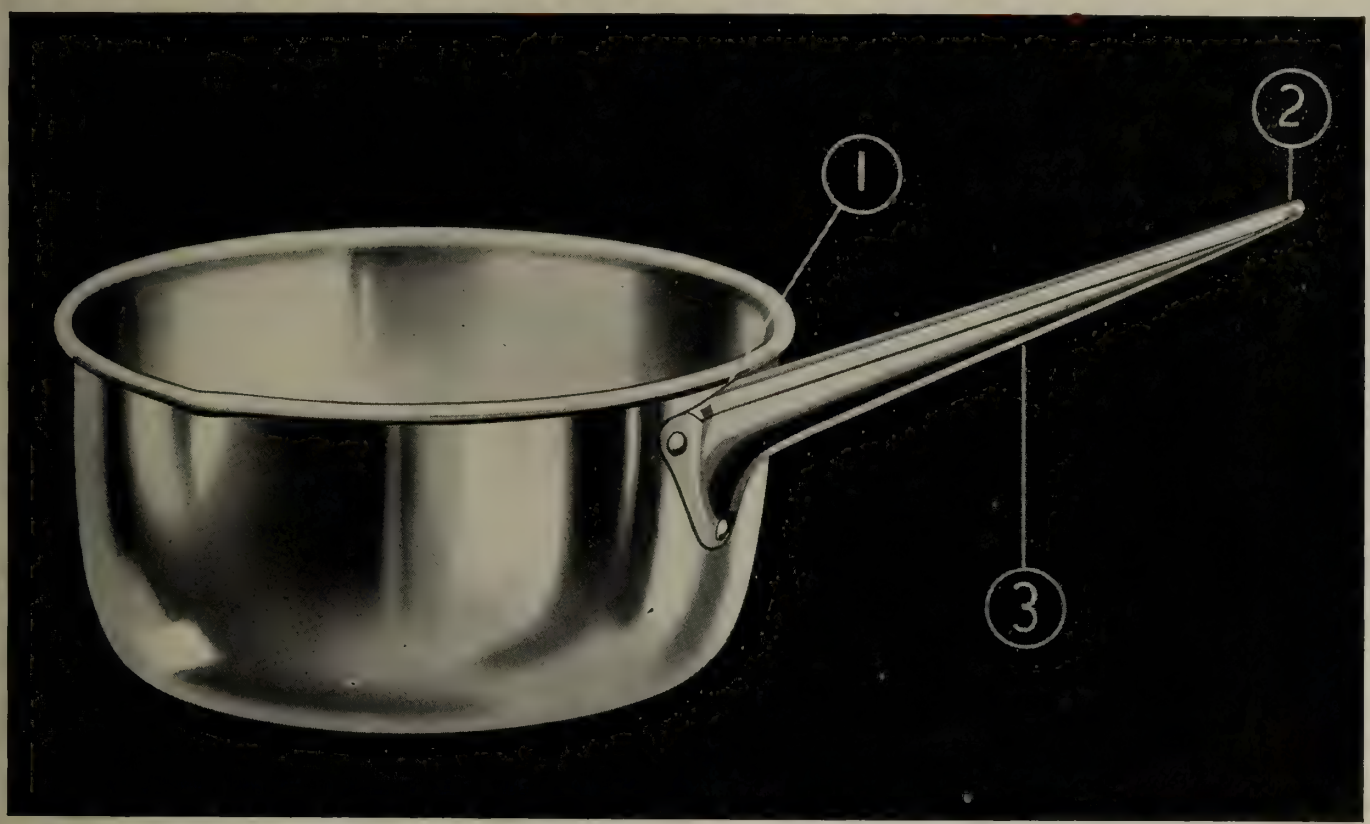
Vol 3, No. 3 NEW SERIES

The New "Oakville" Handle

1 Fits snugly under the bead without cracks or openings for dirt or germs to lodge.

2 Convenient handy design with generous hole in the handle for hanging.

3 Handle is cool, sanitary; fits the hand; has rounded grip and is highly polished.



All Leading Jobbers in Canada Sell "OAKVILLE" Ware

WARE MFG. CO. LTD. OAKVILLE PURE ALUMINIUM WARE

Send For Catalogue Showing Our Complete Line.

The Aluminium Ware Manufacturing Company, Limited

Selling Representatives:—Richardson & Bureau, Montreal OAKVILLE, ONTARIO





1922 The Banner Year For Columbia

COLUMBIA dealers should prepare for the largest sales of Columbia Dry Cells they have ever enjoyed. The prestige of the Columbia line is in itself an assurance of a steadily increasing sale — but the advertising and sales plans which will be put into effect by the Company this year will make Columbia Sales increase faster and to a greater volume than ever before.

The dealer who stocks and pushes Columbia Dry Cells has the advantage of his competitor. Columbia Dry Cells have an enviable reputation for quality and long life — a reputation built up through years of testing by a critical public.



Columbia advertising is nation-wide. It reaches into the hamlets and villages as well as into the towns and cities where many thousands of Dry Cells are used.

Not only will newspaper, magazine, and farm paper advertisements be used to create public demand but the dealer will be plentifully supplied with striking window and store displays.

If you are not already a Columbia dealer, ask our representatives or your jobber's salesman about Columbia Dry Cells. It will pay you in handsome profits.

Always specify "Columbias" by name when ordering dry cells.

CANADIAN NATIONAL CARBON CO., LIMITED

TORONTO MONTREAL WINNIPEG VANCOUVER

Columbia Dry Batteries

—they last longer

CT 2



Why "Owl" Roofing Dealers Make Big Profits

Because—

—Easy to Sell
—Widely Advertised
—Quality Proven
—Unusually Generous Margin of Profit

Owl Brand Roofing is a tremendous success because every roll fully substantiates its guarantee—no effort or expense is spared to give the soundest quality throughout. To handle Owl Roofing means "more profit," "more enthusiasm" and "more business." We make a good proposition to "Owl" dealers because we want the best—and we want their best **energy** and **push** behind "Owl" Roofing, so that this splendid product will be quickly made known at the time the public need it most. Owl Roofing is made from an all-rag felt, coated on both sides with pure asphalt stock—either side can be laid to the weather—Owl Roofing is fire resisting and free from taint in rain water—Owl Roofing is made 32 inches wide—108 sq. feet, nails, cement for seams and instructions for laying with each roll.

Write now for Prices and other particulars

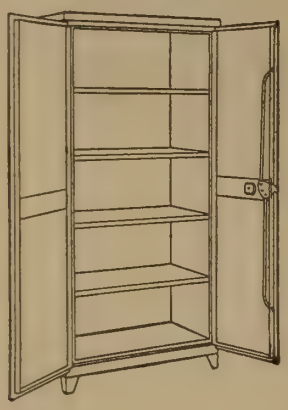
W. WALKER & SON, LIMITED

Wholesale Hardware and Iron Merchants

10-16 Alcorn Ave. - Toronto

Hardwaremen! Do You Want More Revenue?

We are making an advertising drive this month for the sale of Dennisteel Lockers and Cabinets. Here are lines needed in every factory and office, there are some needed right in your town to-day and you should be able to make sales for us.



We want hardwaremen, the best in each district, to act as our agents. You don't need to stock our goods—have your customers order from catalogue, and we will fill their orders promptly and allow you a good commission.

Write to-day for folders and particulars

THE DENNIS WIRE AND IRON WORKS CO. LIMITED
LONDON
CANADA

Halifax	Toronto	Winnipeg
Montreal	Hamilton	Calgary
Ottawa	Windsor	Vancouver



"YANKEE" VISES

FOUR SIZES

With Detachable Swivel Base



Your Jobber will supply you

Dimensions	1991	1992	1993	1994
Jaw Opening	1½	1 15/16	3⅛	4 in.
Height Over All	3⅛	4⅛	5¾	12¼"
Length Over All	4⅝	6	8¾	7⅝"
Net Weight	3	6	14	41 lbs

This vise is accurately machined on the bottom, sides and end, for use in holding work in several positions on drill press, shaper, etc., allowing it to pass through several operations before necessary to change it in the vise. An entirely distinct feature in vises and one that is quickly appreciated by Tool Makers, Pattern Makers and Machinists.

NORTH BROS. MANUFACTURING CO.

PHILADELPHIA, PA.

We have begun shipments of our new Model "C" Valet AutoStrop Razor, which retails at $1.00, and hope to have a limited quantity in every dealer's hands by March 15th. We are behind in our shipments at the present time, but are working overtime, and hope to catch up with orders shortly. It is the best value on the Razor market and will help you get your share of the business of 2,550,000 prospects.

This Razor is bound to go with a rush. Orders will be filled in rotation. Send in orders or repeats to your jobber promptly. Your price (in one shipment) : Less than 1 dozen, $9.00 per dozen,--3 dozen $8.10 per dozen--12 dozen, $7.70 per dozen.

AUTOSTROP SAFETY RAZOR CO., LIMITED TORONTO

FROST FENCE

Make the best of this Opportunity

Before the farmer gets too much tied up with his spring work—why not do some intensive selling? Put Frost Fence out front.

The farmer is looking for fence with permanency in its quality. Call his attention to Frost extra heavy galvanizing, the Frost hold-tight lock—to the many outstanding features that mean extra value to the farmer for his money—features that save him expense in erection, maintenance and ensure years of service. *Start your campaign now.*

Frost Steel and Wire Company Limited

Hamilton -:- Ontario

Galvanized and Bright Wire—Hay Wire and Bale Ties—Woven Wire—Farm, Factory and Ornamental Fences——Galvanized Gates——Manufacturers' Wire Supplies.

For Your
TIN SHOP
Bright, galvanized and coppered wire.



SOLE MANUFACTURERS OF THE CELEBRATED

"MAPLE LEAF" BRAND
STITCHED COTTON DUCK BELTING

STRONG DURABLE ECONOMICAL TRUE RUNNING

Mr. Hardware Merchant—Look over your stock and send in your orders **Now**, to secure present prices, as the cost of duck has been steadily advancing.



MAPLE LEAF BELT DRESSING

The Best for all Kinds of Belts

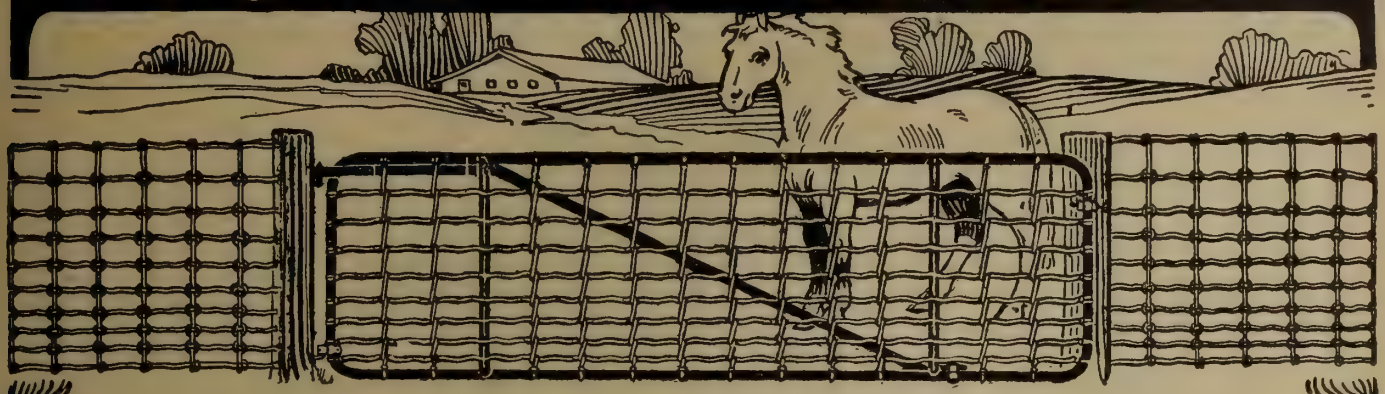
WRITE FOR SAMPLES AND PRICES

Quebec Branch: 51 Duluth Building, Montreal

DOMINION BELTING CO., LIMITED

HAMILTON - ONTARIO - CANADA

Build Up a Profitable Fence Business!



THE reduction in the prices of Peerless Fence announced recently appeals to the farmer. He has neglected his fences during the last few seasons waiting for lower prices. With to-day's prices you can sell Fence to the farmer who has been holding off for this reduction. Peerless Fence prices are on the same level as bar iron. In one case you get a finished product heavily galvanized, in the other simply raw material. Weigh up a roll of Peerless Fence and figure out the price per pound and you will realize that the farmer cannot afford not to buy fence this season. When you can sell quality fence at the price of rough iron you surely are giving the farmer his money's worth.

Peerless Long Span Gates are down in price too. Like Peerless Fences they are built to last—Braced like a steel bridge—Can't sag or twist—A thousand times better than ordinary Gates—Your customers will appreciate the difference.

You should have stock to fill the farmer's orders when he is in town ready to take his fence home. Write for our proposition to dealers.

BANWELL-HOXIE WIRE FENCE CO., LIMITED

HAMILTON, ONTARIO - WINNIPEG MANITOBA

PEERLESS FENCES

Stand Every Test

DUNLOP TIRES

Ensure

High-Mileage - Double-Life

Dunlop leadership in Tiredom is most manifest. Mileage records almost unbelievable are piling up all over Canada.

The Special Mileage-Making Process, which is the basis of our Fabric Tires, has worked wonders.

Perfect shape and balance, stronger side walls to resist curb and rut abuse, special wear-resisting anti-skid tread, etc., add the last touch to popularizing to the full a tire that has long stood in high favor.

Dunlop "Cords" made good from their inception.

These tires taught motorists to expect more resiliency, greater air space, larger amount of material, better carrying capacity—in short, bigger mileage ; and that is the standard by which all Cord Tires are judged to-day.



Dunlop Tire & Rubber Goods Co.
LIMITED

Head Office: TORONTO :-: Branches in Leading Cities

PISTONS AND PISTON RINGS

FOR POPULAR CARS

Ford Chevrolet Dodge Studebaker
McLaughlin Maxwell Overland and others



Regular and Oversizes carried in stock.

Pistons made from high grade semi-steel. Machined to Manufacturers' limits.
Material and Workmanship guaranteed in every detail.

Special Oil Proof Piston Rings and Standard Step-Cut Rings of all sizes.

ORDER FROM YOUR JOBBER OR DIRECT

The White Machine Works Limited

Windsor - Ontario



A Counter Cabinet that *Sells* Silverware

This handsome cabinet of
1881 ROGERS A1 *Silverware*

has been especially designed for effective Counter Display. It is beautifully made, approximately 18 inches square, covered with black imitation leather and lined with blue plush. When opened and placed on the counter, it presents a very attractive appearance, and displays the wide range of pieces with splendid effect. The tray in the Cabinet contains a set of lacquered samples which will not tarnish; and the compartment beneath the tray contains a stock of the staple and most popular pieces.

Inside the cover is a striking display card in colors which lists the pieces with the prices. The Cabinet is a complete silent salesman and it has proven to be a real business-getter in Hardware stores. As the silver is sold, you simply order a sufficient supply to restock the Cabinet.

This is a profitable investment for you to make. Write us for the price of the Cabinet complete with silver.

Canadian Wm. A. Rogers Limited

570 King St. West, Toronto

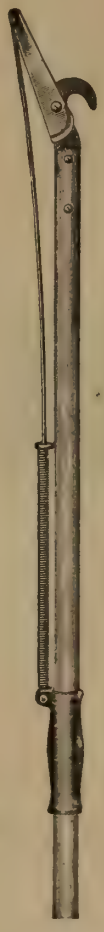
Downtown Showroom, Kent Building

EACH SEASON BRINGS INCREASED DEMAND

Insist on T. F. Pruners and You Have the Best



HAPPY THOUGHT
Length of Handle 6' to 16'

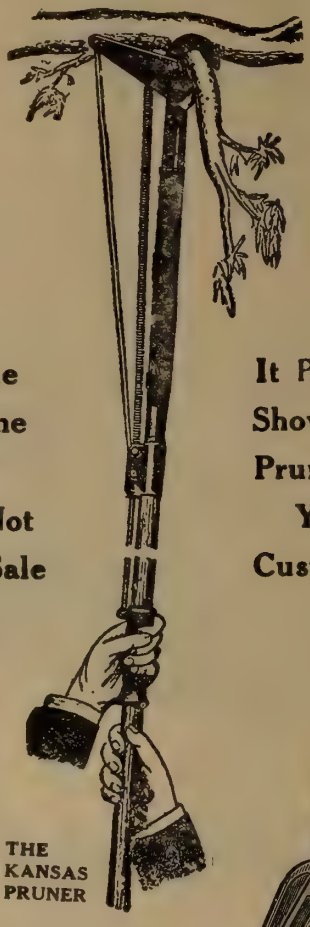


DETROIT
Length of Handle 6' to 16'

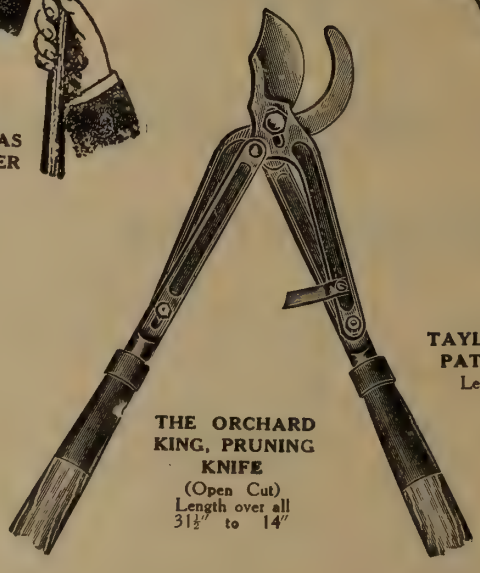


ORCHARD KING
(Closed Cut)

Get the Full Line and You'll Not Miss a Sale



THE KANSAS PRUNER

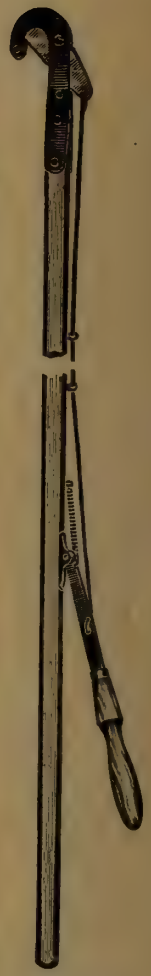


THE ORCHARD KING, PRUNING KNIFE
(Open Cut)
Length over all 31½" to 14"

It Pays to Show Tree Pruners to Your Customers



TAYLOR'S IMPROVED PATTERN PRUNER
Length of Handle 8'



WOODYAT TREE PRUNER
6' to 12'

Write for Prices

Stock Up Now

TAYLOR-FORBES COMPANY

LIMITED

Head Office and Works

GUELPH, ONT.

TORONTO MONTREAL VANCOUVER

QUEBEC, ST. JOHN, HALIFAX, WINNIPEG, REGINA, CALGARY

Including CANADIAN HARDWARE STOVE AND PAINT JOURNAL Established 1909

HARDWARE AND ACCESSORIES

PAINTS·ELECTRIC·HOUSEWARE·HEATING·LIGHTING·

Including CANADIAN TIRE AND ACCESSORY JOURNAL Established 1906

Published Monthly by Weston Wrigley, 123 Bay St. Toronto.

Subscription Rates $1.00 per year in Canada, $2.00 to Great Britain Her Dominions, and the United States.

VOLUME 14 TORONTO MARCH 1922 NUMBER 3

A SUCCESSFUL CONVENTION

The Ontario Retail Hardware Convention, held at Hamilton in February, excelled in many respects any previous gathering of hardwaremen in Ontario.

The most important object of getting together is exchange if ideas, and the writer does not recall a convention in Ontario, New York, Massachusetts, Ohio, Michigan, Illinois or Wisconsin, at which meetings were attended more promptly and regularly by a larger percentage of dealers present, where the members stayed through to adjournment in such large numbers, or where such well conducted and interesting question box discussions were held.

The attendance was not as large as expected, but compared favorably with previous Ontario conventions. With a membership of about 300 an attendance of 150 retailers was considered good, but this year, because of the splendid work of Secretary MacPherson and the co-operation of the Mutual Fire Insurance representatives, the membership increased to over 500 and an attendance of 300 was hoped for. Only about 200 were present, however.

A pleasing thing about the increased membership is the change in the character of hardwaremen who are joining the Association and participating in its meetings. It was customary for some critical manufacturers' representatives a few years ago to refer to the Retail Hardware Association as "a lot of small country dealers." Those country dealers who had the courage of their convictions are still members, but they have been joined by many city hardwaremen whose businesses have turnovers of from $50,000 to nearly half a million yearly.

The Ontario Retail Hardware Association is to-day an institution of which its founders, its early members, its present officers, and the trade generally have reason to be proud, and it is a sign of the times to see progressive manufacturers coming forward to boost the organization and assist in the organization of local branches or clubs.

Two features of the recent convention are worth noting. The attendance of ladies was encouraged at this convention and instead of the one lady from Rodney who has so faithfully attended for a dozen years, a score or more attended this year, and the fair sex was well represented at the first annual banquet at which the retailers were hosts. The second feature is a reflex of the first. Although firewater was less in evidence at the 1922 convention than at previous conventions, those who over-indulged brought strong censure upon their heads, and if the sentiments expressed at the closing session of the convention, reported elsewhere in this issue, are borne in mind, the retailer or visitor who brings a shipment from Montreal to the 1923 convention will be told where he gets off at. The day for John Barleycorn at hardware conventions has passed.

A strong sentiment exists in favor of holding the 1923 convention and exhibition in the large, new Arena Building at Toronto, and the Executive Committee will carefully consider the possibilities of holding a successful convention in Toronto. Hamilton has been a splendid meeting place, its manufacturers, jobbers and retailers have been ideal hosts, and they are considering the erection of a larger exhibition hall to accommodate the larger number of manufacturers who display their products at the annual conventions.

BETTER WARM AIR FURNACE INSTALLATION

Warm air furnace installers in Toronto have started something which ought to be followed up in every Canadian city.

At a meeting held in Toronto in February attended by about fifty hardware dealers and furnace contractors, as well as by representatives of practically every warm air furnace manufacturer in Ontario, who are enthusiastically supporting the installers. Plans were laid for a campaign of publicity to educate the public to demand quality instead of price in the installation of furnaces.

An inspector has been appointed whose duty it is to thoroughly inspect the piping and furnace on jobs where his services are requested and to issue a certificate of inspection where the work is done in a competent manner. The publicity campaign will aim to encourage building contractors and house-owners to demand the certificate of inspection and to refuse to accept jobs where the certificate is not given.

Toronto is logically a city where warm air heating should be the most popular, but for years furnace heating has been damned by poor installations, many furnace men being shortsighted enough to cut prices to the bone in order to meet the demands of speculative builders and other for low priced jobs. The result has been to encourage hot water heating and increase building costs.

Warm air heating provides ventilation and is more healthful for house heating, and the furnace installers and manufacturers deserve success in the good work they have undertaken.

ASSOCIATION SETS 1,000 MEMBERS GOAL

Seventeenth Annual Convention of Ontario Retail Hardware Association held at Hamilton February14 to 17—Live discussions and good attendance—Splendid Exhibition.

SERVICE was the keynote struck at the Seventeenth Annual Convention of the Ontario Retail Hardware Association, held on February 14, 15, 16 and 17 at the Royal Connaught Hotel at Hamilton. The attendance and enthusiasm measured up to any previous convention, and set in motion the big campaign for a thousand association members for 1923.

Following an executive session on the previous day, President Nelson Mills called the convention to order on Tuesday morning, February 14, after a half-hour's sing-song had been indulged in by members assembled. In fact, this community singing was indulged in at the beginning of every morning's session, led by Mr. Johnston of the Mills Hardware Company's store.

With the singing of "God Save the King," and an invocation by Rev. Dr. W. H. Sedgewick, President Mills called on Mayor Coppley, who welcomed the delegates to Hamilton. The Mayor said there was in prospect in Hamilton a bigger building construction program for 1922 than was the case last year, which meant that more hardware would be used and would help in bringing about, he hoped, more stabilized conditions.

He had noticed in the press the statement made that the retailer was to blame for keeping up prices. He did not think it applied to the hardware trade. Hamilton was a hardware manufacturing city—the centre of basic steel—and no trade feels the return of good times as does hardware.

After thanking Dr. Sedgewick and the Mayor for their addresses, Mr. Mills read his presidential address, which was referred to the Resolutions Committee.

Practical Suggestions From President Mills

Address by Retiring President Urges Formation of Local Clubs and Commends Secretary's Work.

ANOTHER year has passed and once more we meet as a body of serious-minded business men for the definite purpose of making progress for ourselves and our industry. As we assemble in convention to record our achievements, and plan greater ones, we should feel that it is a privilege to be present and take part in the making of this, our 17th year of association activities. The past is valuable only as it gives us hope for the future, and now at the dawn of a new association year we look forward with added courage and enthusiasm for bigger and better accomplishments. The achievements of a single year are not always immediately apparent, and may not bear fruit at the moment, but on the whole, things accomplished are of lasting value and of great importance to our industry. In fact, considering the conditions of the past year, we are obliged to admit that the officers have to a large degree fulfilled their expectations of one year ago. This convention is your opportunity. It gives promise of greater things and I invite you to enter wholeheartedly into and take advantage of each session. We are here to contribute our best thought and energy towards the development of ourselves and the organization of which we are proud to hold membership.

"It is not my intention to review the history of our association or even the progress of the past year, because the reports will show this in detail.

"I believe it will be more profitable to dwell upon some of the oustanding features and give expression to certain impressions gained through my experience in office. No man can be president of this association without receiving some definite impressions and without making observations and forming convictions as to the fields of service which the association should enter.

"The primary function of this association should be to raise the standard of efficiency of the retail hardware merchant; to place the industry on a higher level in the community; also on a more profitable basis to ourselves, and at the same time supply the needs of the consumer as economically as similar service is rendered by other agencies.

"This cannot be done in a day; it will take years, but we are on the way. The principal thing is to have the vision, and by organization and co-operation we some day shall reach that ideal.

"Let us work for a future benefit rather than a temporary advantage. It may seem to some of you that the progress is slow, but, judging by the reports, you will agree with me that during the past year we hit on all four cylinders.

Secretary's Splendid Work

"I would be failing in my duty if I did not emphasize on your behalf, as well as on behalf of the executive, our appreciation of the unfailing services of our secretary. While he has been on full time service only seven months, he has given not merely freely but generously of his time and ability. He has put into the work his whole heart; no sacrifice of time or effort has been too great in the discharge of his duties to advance the foundation work of a new and greater association. It is, therefore, proper that a richly deserved tribute be paid to whom all credit is due, rather than let any commendation be credited to the administration now reaching its end.

"The association may find men who will render good service in future, but none who can render better. It has been a pleasure and I have gained knowledge working with Secretary MacPherson, and I hope that you will see to it that he is supported by a strong and able executive. The reports will show wonderful progress made in membership, also service rendered such as the price book and the fire insurance. I am pleased also to record a splendid healthy financial position. I would say too healthy. I would rather that we owe money and have rendered added service, which means we must in future deal in bigger figures to accomplish greater things. Men, to do all this we must think, we must study conditions as never before, we must protect our industry and justify our existence in the economic scheme of things. No hardware man can stand alone in times such as these. We must syndicate our interests, organize and co-operate or we cannot reach the fullest degree of our possibilities.

"The association has made great strides, but I urge that we continue to increase our strength until every retail hardware man is an association member; then and then only will we have combined effort sufficient to accomplish results. One of the duties of this association should be to assist in organizing local clubs in each town or city. The retail hardware merchants of Toronto recently organized and we are proud to report that our association was represented and showed our co-operation on that occasion. We were not the pioneers, however; full credit is due the Toronto Paint and Varnish Club, but they showed us what we should be doing. This is where the need of co-operation and organization comes in. We must have as our objective a local association, a provincial association and ultimately a Dominion association, and I hope that I am still a retail hardware merchant when that ideal is reached. Under such conditions the retail hardware merchant shall become a greater factor in the business world. There is also a great need for acquaintanceship; getting to know the other fellow, seeing his side of things, and comparing them with yours. This convention brings you men together, that you may know one another, for

'When you get to know a fellow
And you understand his ways,
Then his faults won't really matter,
For you'll find a lot to praise.'

Keep Stocks Well Assorted

"Now just a word on the business situation; really I am loath to approach this subject. It seems to me, however, from reports that the retailer is going very cautions, and I believe he is justified in doing so. We have passed through many changing conditions since the world war began and ended, and the experience gained has if anything, been beneficial to the retail merchant. A return to normal conditions does not mean a return to 1913 prices, but means reaching a basis on which the prices of products bear the proper relation to the cost of manufacture. It is, therefore, essential for all three, manufacturer, jobber and retailer, to adjust merchandise to replacement value, and write off your loss. If you didn't do so in 1921 you will eventually be compelled to take much greater losses as time goes on. I am of the opinion that it is good business from now on to work on a turnover basis, and be in a position to purchase merchandise at the lowest figures as prices decline.

"The decline in prices will in all probability be a step by step process covering a period of several years. I can only suggest that you keep your stocks well assorted. Don't hesitate to buy new goods; use the jobber often, advertise what you have to sell and you will be kept so busy that you will not worry about conditions.

"I would like to quote in passing how Ralph B. Wilson of the Babson organization sums up conditions. He says that, 'Business conditions are not determined by statistics, but by the character of the people.'

"In periods of prosperity, the people develop habits of extravagance indifference, inefficiency, immorality and selfishness. These qualities developed in a period of prosperity lay the foundation for and cause a period of depression.

"In periods of depression and unemployment, the people develop habits of thrift, industry, efficiency, morality and service. These qualities developed in a period of depression lay the foundation for and cause a period of prosperity. Here is a true picture of the ups and downs of our business career, and let us be thankful that we are laying the foundation which causes a period of prosperity.

"With no desire to censure, and with the best interests of the hardware trade in mind, I have come to believe that hardware men should read more trade publications. Our trade papers have bent every effort to improve our industry and place it on the highest plane possible. They keep us well informed in matters of greatest value and importance, and it is our duty not only to subscribe to them, but to digest them and transform their contents into action.

"Although I retire as president at this convention, my interest in the association is so firmly grounded that I will continue to work for it and with it in the endeavor to see the association go on to greater things. This has been a wonderful year to me, and for the opportunity of serving you. We have not accomplished all that we would have liked to, but we have done our best. Service is the keynote of the association and the best members, the most successful business men and the men who get the most out of life are the men who serve their community and their association and interest themselves in the welfare of others.

"It is this kind of service that paves the way for useful co-operation, which, after all, is service in its most valued application."

The Question Box, here introduced, held the attention of the convention for the next half hour, one of the matters arising therein—in regard to jobbers lowering prices—was referred to the Resolutions Committee, composed of R. Hawkins, Smith's Falls; D. K. Clarke, Hamilton; W. Hanna, Port Carling, and James McGregor, Caledonia.

Secretary Macpherson presented a copy of the proposed amended association by-laws and asked for these to be referred to the Resolutions Committee, which was done.

The balance of the morning was taken up with two interesting addresses: "The Maintenance of Established Resale Prices on Well Advertised Products," by H. J. Haire, of the Alabastine Co., and another on "How Dealers May Successfully Advertise," by L. R. Green, advertising manager of Tucketts, Ltd., and formerly advertising manager for the Sherwin-Williams Company.

A Splendid Increase In Membership Reported

Secretary's and Treasurer's Reports and Discussion on Mutual Fire Insurance Features Wednesday Morning Session.

The second day's session of the convention was opened with a discussion of the Question Box, with Geo. E. May, Toronto, as chairman, followed by the presentation of Treasurer Caslor's report and the report of Secretary MacPherson, as follows:

Secretary MacPherson's Report

AS authorized by resolution passed at last annual convention, recommending appointment of your secretary as permanent secretary, your executive at a meeting held May 11th last, made your resolution effective, services on this basis to begin on June 1st.

"This report largely covers work accomplished since that date. The membership at last report was 342. On Dec. 31st, 1921, our paid up membership was 504, and in addition some forty memberships are in course of collection through the Canadian Hardware and Implement Underwriters, in accordance with our agreement with them. With the co-operation of our officers and members I aim at an objective of 1,000 members before next convention, and with this high aim in view ask for a whole-hearted and loyal support.

"During the summer months I spent several weeks away from my office, on extension work. Starting on August 15th, accompanied by Mr. Martin, Ontario representative of the



NELSON MILLS
Hamilton, Retiring President of the Ontario Retail Hardware Association



GEORGE E. MAY
Toronto, elected President of O.R.H.A. for 1921

Big Three Hardware Mutual Fire Insurance Companies, we covered the principal points in the eastern part of the province, and met with a most favorable reception of the association and its services. Early in September I spent a couple of days in Toronto, and in company with the best chauffeur in that city, our veteran Treasurer John Caslor certainly exceeded the speed limit in placing association service, namely, 'One Price Book every 15 minutes.'

"On October 15th, accompanied by Mr. Martin, we started a three weeks' trip, covering a number of counties west of Hamilton, meeting with universal success, averaging 25 Price Book services a week, which included a goodly number of new memberships.

"With the exception of a few additional days spent in Toronto, Hamilton and Ottawa on extension work, my time has been taken up in office work, correspondence and development of Price Book service.

"Association Price Book. Owing to the steadily growing demand for this price service, much in advance of my anticipations, the large amount of work involved has retarded somewhat the growth of the volume. However, the extra work caused in connection with the convention and exhibition now being over, the next couple of months will see a large number of new pages provided.

"The book now contains upwards of 150 pages, the growth of less than six months' work. My forecast of 100 volumes as probable issue, made at last convention, for the year just closed, has been exceeded by 211, the number issued to date being 311. To illustrate the work involved, I would only mention issue of replacement sheets sent out Feb. 1st, there being 21,000 sheets in this single mailing. The convention

program provides a place for discussion of this service, and I would welcome all suggestions which would tend to its betterment.

"During the year I have had many requests from our members for information on varied subjects, and would only repeat that the secretary's office is for your use and I always welcome correspondence from our members.

"I desire to record my appreciation of the splendid support accorded me by the officers of the past year, and especially of our president, Nelson Mills, a loyal, capable and persistent worker in the interest of our association from start to finish.

"In conclusion, I would ask you to take up the slogan, 'One thousand members before next convention.' The realization of an organization of one thousand members means more to you than would appear at first glance. In unity is strength. Let's up and at it."

Treasurer Caslor's Report

Receipts

Balance on hand, 31st December, 1920	$ 709.33
Cash from Exhibition	2,400.00
" Membership Fees	2,455.00
" Associate Membership Fees	82.00
" From Price Book	2,620.00
" From Exchange	3.25
" Exhibitors Com.	15.00
" Bank Interest	25.54
	$8,310.12

Expenditures

Convention Expenses	$ 202.13
Exhibition Expenses	1,496.21
Printing	292.90
Executive Meetings	154.70
Secretary's Salary	2,083.30
Secretary's Travelling Expenses	845.47
Secretary's Office Expenses	203.46
Secretary's Postage	20.35
Grand & Toy, Supplies	1,192.90
United Typewriter Co., Typing and Supplies	306.51
Victoria Paper & Twine, Supplies	30.46
Collection on Drafts	24.00
Treasurer's Honorarium	75.00
Auditors' Fees	10.00
Travelling Expenses (Caslor and May)	10.00
	$6,947.39
Balance on hand	$1,362.73

General Standing

Cash on Hand	$1,362.73
Due on Price Books	380.00
Office Supplies, less depreciation	500.00
	$2,242.73

Liabilities 1921 Account

Nil.

Membership

At last report, Dec. 31, 1920	342
As on Dec. 31, 1921	504
Increase	162

JOHN CASLOR, Treasurer.
J. W. PEACOCK, Auditor.
GEORGE MATHEWSON, Auditor.

Report of Executive Committee

"Your Executive Committee beg to report having held three meetings during the year.

"At meeting held Feb. 18th, at the close of last convention, a resolution was passed endorsing the proposition of the Canadian Hardware and Implement Underwriters, subject to satisfactory reports from Vice-President George E. May and the secretary, on financial and service records, the secretary to visit the New York Retail Hardware Convention at Rochester for the purpose of investigation. Both reports being favorable, the endorsation of the association was sent to the said underwriters with promise of full co-operation.

"On May 11th a meeting was held in Toronto, at which the executive formally concurred in endorsement of C.H. and I. Underwriters. President Mills and the secretary were authorized to join with President Birkett and Secretary Hardy of the Canadian Wholesale Hardware Association to wait on the Minister of Justice in reference to proposed fire arms legislation. This deputation duly waited on the minister, were well received and consideration given to our representation.

"The secretary was instructed to take a referendum on holding a summer session in Toronto, during the Exhibition. There was not sufficient support promised to warrant holding same.

"The permanent secretary was appointed, effective June 1.

"On August 31st, a meeting was held in Toronto to make arrangements for the annual convention and exhibition, and the necessary committees named to carry out same."

Papers were read by J. P. Bell, general manager of the Bank of Hamilton, on "The Banker and the Retailer"; C. L. Clarke, Winnipeg, Canadian manager of the Hardware and Implement Underwriters, on "Hardware Mutual Fire Insurance", and T. J. Penberthy, of Lowe Bros., on "Business Disease." Pertinent discussion took place on all these topics, and this took up the time till adjournment for lunch.



W. F. MacPHERSON
Prescott, Secretary of the Ontario Retail Hardware Association since 1915



"HONEST" JOHN CASLOR
Toronto, re-elected Treasurer O.R.H.A. for the seventeenth time

THURSDAY'S SESSION

As on the previous day, the third day's business of the convention opened with a discussion of the Question Box under the leadership of H. N. Joy of Toronto.

Papers were read and presented on "Save the Surface Campaign and How to Make More Money Out of it," by H. E. Mihell, Toronto, an executive member of the "Save the Surface Campaign"; and on "Economics, as Applied to Every-day Business," by Prof. W. C. Clark, director of Courses of Commerce of Queen's University. These were followed by a discussion on present business conditions and prospects given by W. Macdonald of the Canadian Manufacturers' Association and President Thos. Birkett of the Wholesale Hardware Association.

Association's Price Book

There are now 311 price books in use by members of the association, according to Secretary Macpherson, who outlined briefly this service of the O. R. H. A. Manufacturers' standard lists are used as the basis of the various price sheets, and on these the columns of net costs, discounts, percentage, etc., are worked out, change sheets being sent out from time to time. A basis of 20 per cent. has been figured for overhead, and a range of profits from 10 to 30 per cent. allowed on goods according to the lines quoted.

Before the noon adjournment a resolution was proposed by J. N. McGregor, Oakville, and Geo. E. May, Toronto, voicing the association's sympathy towards Mr. Wood, of Wood, Alexander & James, Hamilton, in the recent death of his wife.

FRIDAY'S SESSION

On Friday morning the convention concluded its business, the Resolutions Committee recommending the adoption of the Treasurer's Report, Secretary's Report and the Auditor's Report, and the reporting as follows:

That as a matter of principle, the function of the jobbers should be to sell to recognized retailers who carry stock of goods offered for sale, except special cases, such as factories, etc., when a slight preferential in prices should be allowed the dealers.

That this Association sanction the action of the executive in endorsing and making arrangements with the Canadian Hardware and Implement Underwriters to make favorable terms for insurance of hardware stocks.

That the incorporation of the Ontario Retail Hardware Association be proceeded with and the constitution and by-laws as prepared by the Secretary be adopted.

That the thanks of the Association be tendered the exhibitors and manufacturers' associations for their support and co-operation which contributes so much to the success of the convention; to the retailers of Hamilton, and to the hotel management for the excellent arrangements for comfort and convenience of the guests, and particularly in connection with the banquet served on behalf of our association; to the speakers for their instructive addresses, and last, but not least, our appreciation of the very valuable support and services rendered by the hardware trade papers.

That the following members be appointed to canvass amongst the retailers to enlist further membership and urge a more extensive attendance at future conventions: E. J. Carter, Jarvis; James Hunter, Wiarton; D. B. Wilson, Napanee; Iven Cook, Leamington; H. A. Mistele, Rodney; James Wright, Glencoe; E. J. Creeper, Owen Sound; F. A. Ricard, Sudbury; A. W. Allin, Lindsay; C. C. Lee, Goderich, and James Duke, Grand Valley.

ELECTION OF OFFICERS

The election of officers was then held, the result being as follows:

President—Geo. E. May, Toronto.
Vice-President—F. B. Smith, Belleville.
Secretary—W. F. Macpherson, Prescott.
Treasurer—John Caslor, Toronto.
Executive Committee—Nelson Mills, Hamilton; R. Hawkins, Smith's Falls; H. N. Joy, Toronto, and W. H. Bartlett, St. Mary's Hardware Co., St. Mary's.

President May Speaks Out

Following his installation, President-elect May accepted the office in a brief address in which he said he considered it a distinguished honor to be elected president of the O. R. H. A.

"I can assure you that it gives me great pleasure to accept this office and, in view of the splendid Secretary we have and the fine Executive Committee, and the anticipated help of my good friends, the past presidents and the trade press, I am hopeful that, along with the sympathetic co-operation of the entire membership of the association we shall all, pulling together, be able to maintain the fine traditions of our organization.

"When I remember all the distinguished gentlemen who have presided over our association in past year, I feel I will have to aim high and walk very circumspectly to maintain the standards set by them.

"This association has had remarkable growth. It appeals to the best men in the trade because we are giving invaluable assistance to the hardware trade of this province. We want 1,000 members for 1922 and we want 997 to attend our next convention. The odd three are the ones who persistently come here and get drunk and cast a shadow on us all. Candidly, gentlemen, I think the time has come when we can get along without that class of member. It brings disgrace not only upon himself, but on our organization."

Honorary Secretary Weston Wrigley congratulated Mr. May on his courage in speaking out on a matter the evils of which all recognized, but few dared to deal with.

"Now that the President has taken a stand he should be supported by every member who has the good of the association at heart," said Mr. Wrigley. "With our membership over 500 we are in a position to take a stand, and if the President will appoint a select committee to politely pass the word along that the association will not tolerate drinking parties at hardware conventions, it will result in strengthening the membership and convention attendance. It is discouraging to have the Secretary work hard to enroll members and then have these members attend conventions only to return home disgusted, with their minds made up not to attend another year."



A. J. WRIGHT
Past President who conducted the Prize Drawing.



WESTON WRIGLEY
Honorary Secretary and former Secretary O.R.H.A.

Mr. Wrigley told of one association member who had brought his wife to the convention, but, unable to sleep, had to remind the occupants of the adjoining room that ladies were present. Another case of a member who came intending to keep on the water wagon, but who found the influences too strong for him, was also related.

The applause which followed Mr. May's and Mr. Wrigley's remarks indicated the unanimous approval of the members was with the President in anything he would do to deal with this problem, which was really less in evidence at this convention than at previous gatherings.

Prize Drawing Contest

The last item of convention business was a drawing for prizes donated by exhibitors, the first prize being a cabinet of silver given by Oneida Community, Ltd., and won by W. A. Spratt, Inglewood. Nearly a score of valuable gifts such as sets of auto tire chains, Auto-Strop razors, aluminum sets, etc., were drawn by the members who remained. Past President A. J. Wright, Hamilton, conducted the drawing.

JOBBERS PRESIDENT PREACHES OPTIMISM

Thomas Birkett, Ottawa, President Canadian Wholesale Hardware Assn., Says 1921 was year of Deflation and 1922 a year of Re-adjustment.

DURING and immediately after the war, there was a decided shortage of raw material, particularly of steel, due to the tremendous consumption for war purposes, and to so many, in fact, almost every available man being at war; consequently every factory, wholesaler and retailer's stock of all the commodities, necessities particularly, were pretty well exhausted.

All during 1921 there was a steady reduction of stocks in the hardware and steel trade of Canada, while these conditions generally had not advanced during the past few years, in comparison with woolens, foodstuffs, freight rates and railway wages, etc., there was, during 19p1, a decided reduction in the prices of many lines of hardware, it being most pronounced in the heavy lines; for example, wire nails about $2 per keg, bars about 2 cents per pound and bolts and nuts over 40 per cent. This was some drop, and one which required care to handle, and some of the generally recognized adjustments made by the steel trade of the world during 1921; not, mark you, without heavy loss, for example, as losses reported by the United States Steel Corporation for 1921, approximately 15 to 20 million dollars, after payment of only 5 per cent. on the common stock. This is the position in all American steel companies. They all show losses in proportion.

Competition has been most keen among the steel companies, which brought market prices down farther than costs. The workmen of the steel industry have not escaped, for, from accounts, there is no industry that has made wage adjustments more promptly and of such a drastic character than they.

Common labor, at twenty-five to thirty cents per hour, with the usual increases for the various classes of skilled workmen, but with employment only three days per week or less, have brought a degree of hardship, and it is apparent that further economies, at the expense of the workmen, are difficult of arrangement, under the conditions of limited activity at present existing.

Hope has been expressed that reductions of freight rates will bring much needed relief to the steel trade, but it is evident that reductions in freight rates will be of gradual and slow evolution. The American railroads are finding it difficult, even at present rates of freight, to earn the agreed upon rate of 6 per cent. on railway stocks, and there are a great many repairs and replacements needed.



THOMAS BIRKETT
Ottawa, President Canadian Wholesale Hardware association

Moreover, the railway workers are being paid very high rates of wages, out of proportion to all other industrial activities, but are so well organized that the railway labor unions will stoutly resist any but slow and gradual reductions in rates of pay.

Looking at the situation from this angle, our factories have made a wonderful come-back; and, gentlemen, if labor would come from its high horse, and give the factories the production they are paying them for, things would be in a still better position, but unless this does come to pass, and the railroads lessen their excessive freight charges, prices are about as low as they can go.

Much Progress Made

While there is still an abundance to be done before business can be normal, let us think of some great progress that has been brought about in the following grave problems:

More reasonable attitude of labor.

Liquidation of stocks both in Canada and United States.

Political position improved throughout the world.

Irish question nearer solution.

Adjustment of prices and costs.

Greater money supply and better conditions of funds with United States.

Strength of sterling and its influence with the world.

United States showing more sympathy to their banks for extension of financial help to Europe.

Disarmament agreement.

Coming back to the "Great War," it was not only instrumental in forcing the United States to take more interest in world politics, but Canada was also forced in the same manner to trade with the world, and now she must export all she can to enable her to pay her vastly increased government and other obligations arising out of the war.

Foreign markets that have been dead for the past several months are now making enquiries for Canadian products and manufactures, which will have a stimulating effect on our Canadian trade in general. I have on good authority that large bookings have been made.

Don't buy any slow-selling goods; the factory, or wholesalers, will not thank you. You are in business for yourselves, so act according to your better judgment; but tell your troubles, if you have them, to your policeman, be he a jobber or a manufacturer, so that you can co-operate with one another, when, with the slogan "Effort," you will win out.

1921 has passed into history, and it was a year which none of us, I think, wish to see again; we all learned many a good lesson (some of which cost good money). Some of these lessons we deserved, for we continued to buy in a war-time manner, and when values started to come down and down we saw our dollars going. It was hard to watch, but, I venture to say, there is not one man present this morning who did not think it was right, and he was ready and willing to take his loss. After all, did not all make money when the prices were going higher and higher; therefore, in the end, you are not making a loss but only averaging up with your profits with the margin well on the profit side.

Not Altogether Right Yet

Business could not continue with conditions as they were, and although these conditions are very much improved, they are not altogether right yet; they have, however, improved to such an extent that we have become more optimistic, and are willing to take off our coats and get to work, for no end, ever so humble, can be obtained without work. The opportunity is there, gentlemen, so let us try again and obtain it, remembering that old normal times will never return. We will have a new and better normal, and one, I think, that will bring more real pleasures into business in the future than there ever was before.

Signs point to improvement in pulp and paper trade, and lumber trade, and the spirit of optimism in the trade and business circles, where the general feeling abounds that 1922 cannot possibly be as severe in business adjustments as 1921, for it was in 1921 that deflation occurred and a comparatively safe foundation laid for future good.

Steel and iron stocks are low and should show greater volume this year, coupled with a change in labor, which now seeks work rather than striking for the greater wage.

The railroad requirements are very heavy and cannot be delayed much longer, and it won't be long until they come into the market for large tonnage of steel, etc.

With the shortage of housing privileges, the building trades, if they can pass one year without striking, should be active.

Canada has what the world wants, in her farms, mines, water powers and forests, and with their continued development in a conservative manner it will mean prosperity to us all.

If we were all as aggressive in our selling as we are in our buying, we'd be feeding on pheasant every day for breakfast and riding around town in a Rolls Royce.

Hammers To Construct And Build

Slogan for hardware dealers during 1922—Successful banquet given with Retail Hardware Association as hosts.

VERY successful was the first annual banquet of the O.R.H.A., held on the Wednesday evening of convention week in the ballroom of the Royal Connaught. The menu was a splendid one and full justice was done it by all who attended.

The speaker of the evening was D. Wells, a Buffalo newspaperman, who humoresquely and poetically told of a trip "back home to the little village of his birth."

President Nelson Mills was toastmaster and, after honoring the toast to "The King" and "Canada," introduced the various speakers. Col. C. R. McCullough, of Hamilton, who responded to the "Canada" toast, instanced, in his opening remarks, the place occupied by the hardwareman in the mercantile life of the country in his early days. In those days boys graduating from school and not intended for the professions, looked to the bank, the office or the hardware store for their first insight into business life. "And I think to-day," said he, "the character of a community is indicated pretty well by its hardware store. If you look into the hardware store you will find there what is the life of the community."

Referring to the hardware exhibition, Col. McCullough said: "When I saw that fine display at your exhibition hall I was sorry we had no better facilities for showing your goods. We in Hamilton must do something; we must find ways and means to keep you coming here for many years to come." He hoped the "Made in Canada" idea would be propagated by all hardware dealers when they returned to their homes.

The Colonel told a story about the silver hammer used at the death of every Pope, and finishing, he said, let our emblem for this year be a hammer—a hammer to construct and to build for bigger things.

Opinion of Manufacturer and Jobber

Geo. Spence, general sales manager of the Steel Co. of Canada, speaking on behalf of the hardware manufacturers of Hamilton, told of the trying times last year, "and it looks," said he, "as if competition will be very keen this year." Iron and steel manufacturers had taken their share of the deflation last year. Reports from United States manufacturers were not satisfactory. He hoped Canadian companies reports would not be so unsatisfactory. The year 1922 will show economies, and this means we must put forth our best efforts to make more efficient our business interests.

S. H. Alexander, of Wood, Alexander and James, instanced the comparatively few hardware failures in a time of business distress. Looking at the markets as he saw them, he thought the present a good time to buy. The dealer who held off buying now, waiting to get a possible 10 per cent. advantage later on, was not wise. There may be increases in some lines as well as declines. We are now headed for spring, and his reasonable opinion, after 38 years' experience, was that it was safe to buy goods now.

Manufacturers Entertain Retailers

Lieutenant-Governor Cockshutt guest of honor—Optimistic addresses on business conditions.

Hamilton hardware manufacturers entertained the visiting retailers at an elaborate banquet on Thursday evening, the guest of honor being Lieut.-Governor Cockshutt, plow manufacturer, and the toastmaster Robert Hobson, president of the Steel Company of Canada, both being past presidents of the Canadian Manufacturers' Association and business friends for 27 years.

"I am one of those who believe in business men getting together in associations," said Lieut.-Gov. Cockshutt, in commending the hardwaremen for holding annual conventions to find the best and newest methods of conducting their businesses.

In proposing the toast of "Our Guests," Norman Slater, of N. Slater Co., Ltd., said that however trying conditions had been in Canada during the past year, other countries had suffered more, and no country is in better shape for a revival of trade than Canada. Optimism ought to be our greatest asset. "Your stocks are low, you are getting rid of high-priced goods and you can see daylight ahead.

"The manufacturers have had a year of declining values and it is one year in which we can say we have sold you goods at less than cost. We are glad to have had your convention in Hamilton each year, and I am glad that Nelson Mills, a personal friend of mine, is president."

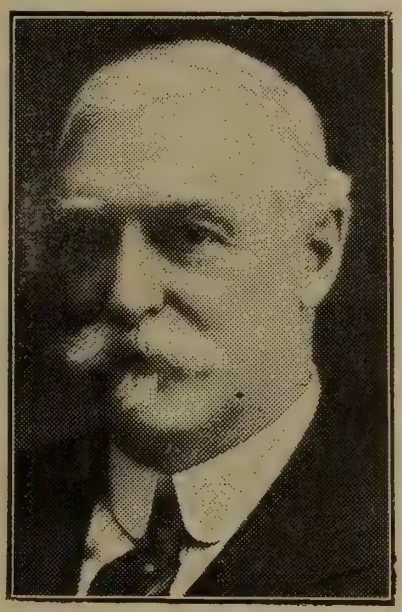
Mr. Slater said he was thankful he was brought up in the hardware business. 'One particularly good thing about it," said Mr. Slater, "is the scarcity of failures, which may either be attributed to the profits made in this business or the early training the merchant gets."

Mr. Nelson Mills, in reply, extended the appreciation of the retail association for courtesies extended by the manufacturers of Hamilton each year, and was specially glad to note the interest taken by these manufacturers in the work of hte association.

Steel Situation Reviewed

Reminding the hardware jobbers and retailers that he had addressed them a year ago on business conditions, Mr. Robert Hobson said he had been an optimist then, but was just as optimistic to-day as he was then.

"Since 1896 I have seen ups and downs in business and I never failed to see the ups beat the downs. If I was to get an absolutely honest confession from the jobbers and retailers, you would confess that your shelves are very bare. They are bare in the U. S. and other countries, and you are going to be forced to buy very soon.



ROBERT HOBSON

Hamilton, President Steel Company of Canada, and toastmaster at manufacturers' banquet

"In the steel and iron business to-day, with the present freight rates and steel selling as it is, if we get back to 1914 levels steel would have to sell at about 75 cents per cwt. Steel has gone just about as far as it can go, and the trade is about due for a big business revival. I am not going to prophesy beyond that we are on the eve of good times. Wall Street is composed of the cleverest lot of men in the world. You watch the quotations and the price at which seats are sold on the exchange. I notice U. S. Steel, after having gone behind nearly twenty million dollars last year, went up to 91 on the stock market to-day. Watch for advancing prices."

Thomas Birkett, president of the Canadian Wholesale Hardware Association, and James Hardy, secretary, responded for the jobbers. Mr. Hardy predicted the greatest business era Canada had ever enjoyed. "Exchange on the Canadian dollar is over, the Peace Conference is over and price reductions are over—or ought to be," said Mr. Hardy. "Clean out your old stocks, replace with lower priced goods and sell at a fair profit."

S. H. Alexander, also speaking as a wholesaler, said his firm, Wood, Alexander and James, had kept up their stock. 'We had an opening order the other day for 1,768 items of hardware and we filled 1,751 of them, receiving the order on Wednesday and shipping on Friday."

Brief addresses were also delivered by H. P. Hubbard, of E. C. Atkins & Co., Cyrus A. Birge, vice-president Steel Company of Canada, and W. F. MacPherson, secretary, O.R.H.A.

INTERESTING QUESTION BOX DISCUSSIONS

Daily Sessions devoted to Solving Trade Problems attracted marked interest—Clerk's wages, workshop costs, price reductions, merchandising tires, accessories, among questions discussed.

THE Question Box was a big feature at the recent Hardware Convention at Hamilton. It occupied a place on the program at the four daily sessions, Past President Wanless being chairman of the first day's session. Geo. E. May, Toronto, presided the second day, and H. N. Joy, Toronto, took the chair at the third day's session, all proving capable leaders.

"How closely should we follow declining markets in adjusting our selling prices?"

F. B. Smith, Belleville, thought President Mills had answered the query when he stated in his address that "we take our losses now."

G. A. Binns, Newmarket, tried to change his prices as quickly as he could, in fact, just as quickly as an auctioneer. When prices were going up he did this too, but with some disadvantage, because his competitor did not follow so closely. But the competitor is still holding back on a declining market, with the result that while his competitor had the better of it on a rising market, he (Mr. Binns) is on top on the declining market. Mr. Binns thought Canadian dealers generally had much to learn from U.S. dealers in regard to taking losses quickly and immediately.

Geo. E. May, West Toronto, said he took his losses immediately at replacement values.

R. Hawkins, Smiths Falls, also marked his prices at replacement values and let the public know of the cut.

"Are the jobbers as prompt as they might be in meeting the declining market?"

W. A. Rankin, Ottawa—Yes, jobbers are like ourselves. If any particular jobber does not come down we don't need to buy from him. The jobbers have an association and can regulate these things. If they can do this equalizing of prices, let us take our hats off to them.

Blame Manufacturers, Not Jobbers

Mr. Smith, Cornwall—Jobbers are meeting prices as fast as they can, but the manufacturers are not. Some of them seem to be holding up prices and getting an excess profit. They are not dropping prices as they should. One manufacturer had told him he was reducing his goods 5 per cent. now and another 5 per cent. in the fall, giving as his reason that he was allowing the retailer to ease off his stock of goods. A better way would be to reduce the line 25 per cent. right now and let us all take our losses.



ED. WANLESS

Chatham, Past President, O.R.H.A., who presided over Question Box

On motion of Mr. Oldham, Weston, the matter of manufacturers not reducing prices wes referred to the Resolutions Committee.

"What shall we do with the wage question as the high living costs decline?"

A. J. Wright, Hamilton, made a 10 per cent. cut in wages two weeks ago and his clerks accepted it without a comment. They knew he was losing money and were willing to do their part. Otherwise, he would have been forced to drop some from his staff.

H. N. Joy, Toronto—Overhead is a serious matter with us. He would like to know what were the rates of wages paid elsewhere.

Mr. Wright before the war was paying $16. This went to $25, and is now down to $22.50.

Mr. Joy had only been two years in his present location. His predecessor had paid his clerk $16 before the war. This went up to $35 and $45.

E. J. Wanless, Chatham, had received a letter from a man in Toronto in which he found that in Chatham wages were double those paid in Toronto. Sheet metal workers were paid more than clerks in his place. He sympathized with the clerks; they were longer on their feet and used more of their grey matter. He had on his staff boys who were real men. He had not cut wages and would not do so until he was forced. He employed the highest-priced men in Chatham.

Mr. Rowden, Cobalt, has only one clerk to whom he pays $35. He doesn't like to cut that wage as he believes in a little humanity.

Mr. Clarke, Hamilton—Clerks have to pay high living costs. We should try to do for our clerks what we would like them to do for us.

"How can the cost of doing business be cut and yet maintain service?"

"Hustle" and "get a larger volume of business," shouted a number of voices.

Ed. Wanless, Chatham, told of how one hardware dealer had got 20 per cent. more business by offering his clerks a bonus on sales above their normal quota.

Mr. Smith, Cornwall, thought that dealers in small towns allowed mail order houses to get away with a great deal of business. He believed that small town retailers should get together and get out a catalogue similar to the mail order houses and send it out twice a year, offering the same inducements and prices. He and several other retailers in his town were trying out such a catalogue this spring.

Mr. Joy asked if such a catalogue was not tried out in Hamilton.

Weston Wrigley—Creeper & Griffin of Owen Sound published a catalogue for a group of dealers successfully for several years until war conditions unsettled price quotations.

"What new lines did you add during 1921 that have proved profitable?"

Mr. Gerry, of Fort William, had added a number of lines, but he could not say as yet what were the profitable ones. He asked if anyone had tried out the personal canvas. Since putting in an electrical stock he had tried the house-to-house canvas, leaving a card with a souvenir of the store, and drawing attention to the line of electrical goods. He had two clerks, and with these he intended doing one section of his city thoroughly during the month of March.

Mr. Wanless instanced the sewing-machine men in their house-to-house canvas. His firm hadn't done much of this in Chatham, but it had proved very successful in the country.

"How many dealers present pay a bonus on sales by clerks?"

W. A. Rankin, Ottawa, pays a small bonus.

Geo. E. May, Toronto—During December we gave a Christmas gift to our help in the shape of a bonus on sales made in that month, but the plan had not been successful.

"Could not active steps be taken by this Association to prevent wholesalers from doing a retail business?"

H. N. Joy, Toronto, thought active steps should be taken in this regard, and we should go on record as saying that wholesalers should sell to retailers only. The Association should speak out on this question.

F. R. Jackson, Toronto, wanted to know where to draw the line between wholesaler and retailer. The Association should have taken up this question long ago. He instanced the buying of bushings retail in one store at five cents each, while in another part of the same store the wholesale price to dealers was five cents and a fraction. We should co-operate in our buying.

W. A. Rankin said that in Ottawa manufacturers sell direct to blacksmiths and small factories. That business should go to retailers.

Mr. Oldham, Weston, thought the matter not so very serious. If instances such as mentioned were taken up individually and personally with the wholesalers a lot of difficulties would be overcome.

Mr. Thomson, Owen Sound, believed the wholesalers should be memorialized asking them to offset this condition. They would be quite willing to rectify any complaint. He moved that the Resolutions Committee should take this matter up. Carried.

"What is the best way to get results from advertising folders, etc., as furnished by manufacturers?"

Mr. Gerry, Fort William, used these by sending out on a direct mailing list.

Geo. E. May, Toronto, uses a No. 9 envelope to enclose these circulars and addresses these to "Mr. & Mrs Hardware User" and then distributes them in his neighborhood.

F. R. Jackson, Toronto, thought if the retailer would read them first he would know what to do with them.

"How much should a dealer pay for goods he takes out of stock for his own use?"

Mr. Gerry, Fort William, said to charge them up at wholesale cost.

Mr. Morrison, Toronto, figured that as he charges himself a salary against the business he should charge retail prices.

Mr. Joy asked Mr. Morrison what he would do with the sales tax in such a charge.

Albert Wideman, Markham, charges up goods taken for personal use at wholesale prices. He also allows his help to buy at wholesale costs.

Nelson Mills, Hamilton, charges at the cost laid down. The sales tax is changing business conditions and we have to allow for this.

Geo. E. May said in selling goods to help in his store he allowed 20 per cent. off the retail price, this left the store about 10 per cent. for handling the goods.

"What should properly be included in overhead expense?"

R. Hawkins, Smiths Falls, thought every expense involved in conducting business should be included in overhead—rent, taxes, insurance, help hire, cartage freight—in fact, everything outside of personal expense at home.

Mr. Oldham, Weston, said the question had been threshed out by other associations and the conclusion arrived at was that everything should be included in overhead after the arrival of goods. Transportation was included in the cost of the goods.

Mr. Clarke, Hamilton, asked if charitable contributions were an overhead charge.

Mr. Hawkins said if such an item was included in the cost of doing business the tax officials would not allow it.

Messrs. May and Smith both thought such an item should be charged to advertising.

Mr. Creeper, Owen Sound—We have a retail bureau of the Owen Sound Board of Trade, the secretary of which gives permission before any charitably disposed persons can solicit for help in that town either in the way of ticket selling or soliciting advertising. This bureau has saved the merchants of Owen Sound hundreds of dollars a year. We have a card which hangs in our stores and on which it states that no contributions may be solicited by order of the Board of Trade except for the Y.M.C.A., the Hospital, or the Children's Shelter.

Mr. Mills—Here in Hamilton the Chamber of Commerce investigates every request for contributions and grants a card if the object is worthy. It is then up to us to contribute if we think fit. But no request is entertained unless the party has a card from the Chamber of Commerce. As to placing such a contribution, Mr. Mills thought it should be charged to advertising, as it was given because of publicity. Speaking of overhead, he said there were wastes about a store which should be charged against overhead. Everything that costs money about the store and for which there was no return should be charged to overhead. It is the leaks that prevent us making money.

One member wanted to know if he could charge last year's income tax against overhead.

Mr. Bartlett, St. Mary's, as well as Mr. Mills said the Government authorities would not allow this.

"What is the average wage paid to clerks, tinsmiths and plumbers; and have any dealers reduced wages as yet?"

F. B. Smith, Belleville—As to tinsmiths and plumbers, the pay is different in different sections; the unions recognize this, and the wages paid are what custom demands and the union agrees.

F. R. Jackson, Toronto—When wages went up, instead of increasing our clerks' pay we adopted the bonus system, paying five per cent. over and above what I considered was the amount of business we would ordinarily do. We started this in 1917, agreeing on a certain figure. This has helped solve our difficulty.

Mr. Gerry, Fort William, believed in paying a straight, good salary. His clerks got $35, $30, $28 and $24. The driver got $28, and he was worth it. He had tried out the

J. N. McGregor, Oakville, said that with tinsmiths scarce, he did not see why a workshop should not pay if properly five per cent. bonus scheme, but found he had to get on two more clerks, which with present price conditions, he found was making him lose out.

A clerk in the convention hall told of getting a bonus last year. This bonus amounted to $300, which he earned after business hours by boosting his sales above $35,000.

Walter Bell, Beeton, asked the clerk to tell his story.

The clerk said he was paid a straight salary and was offered a bonus of two per cent. on all sales above $35,000 business. He had earned last year on this percentage basis $339 by selling washing machines in the evening after business hours in calling at homes in his town.

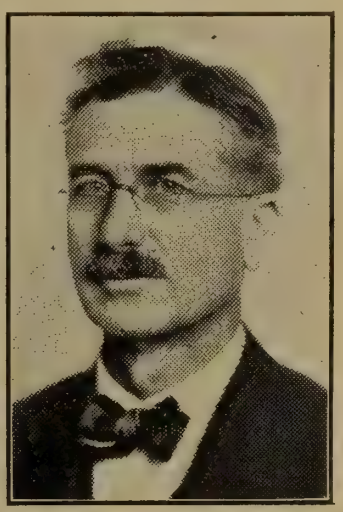
The chairman thought this plan of getting our clerks more interested on our business would solve a lot of our problems, if all clerks were like the last speaker. This clerk's plan of distributing manufacturers' literature also showed how valuable this class of advertising matter could be when properly placed.

On a further question the clerk who had previously spoken said he had always pushed advertised goods. So successful had he been in this regard that he had got five raises in three years.

Mr. May said he had seven on his staff—one who looked after the windows, one who attended to deliveries, the others had their own work to do. The head clerk looks after the store, and when anything goes wrong it is the head clerk who gets the calling down. As a consequence, Mr. May did not have much difficulty with his staff—the head clerk saw to it that everything ran all right.



W. H. BARTLETT
St. Mary's, elected as member of O.R.H.A. Executive.



H. N. JOY
West Toronto, Executive Member O.R.H.A. and President of the Toronto Club.

Mr. May had tried out the bonus system, but not with satisfactory results.

Mr. Mills had a staff of 25. Bonuses were paid, like the banks do, when they have a successful year.

Mr. Joy gave his experience with a tinshop in connection with a hardware store, which was not very satisfactory. He had no tinshop now.

"Has anyone definite information regarding the workshop in connection with a hardware store? Does it pay?"

Mr. Christie, Owen Sound—We have a workshop in connection with our store and it pays. We have a system which tells us at the end of the day, week and month, whether we are making or loosing money. We give every man in our workshop a book in which he enters and accounts for every hour of the day, and on these entries he is paid his wages.

When any work or repair job is going through the shop a tag is attached and on this tag is entered the time consumed and the materials used. Our books show us whether or not a man is paying us and whether he should be kept on our staff.

In answer to a question from the body of the hall, Mr.

Christie said his staff was from four to ten men, according to the season and the amount of work on hand.

F. B. Smith, Belleville, has a tinshop, but it is not paying as yet. He was glad to get Mr. Christie's experience.

Albert Wideman, Markham—We have a shop in connection with our business and it pays. Every job that goes through bears its own share of cost and has to show a profit. handled. He employs four men, and his shop makes a better profit, proportionately, than does any other department of his business.

Mr. Christie gave his experience of some time ago looking into leaks about his business. He knew his hardware sales, so went into his workshop. We should not guess at our charges; we should know our costs. The only way to do this is to have a ticket or card system.

Mr. Smith asked what proportion of business overhead was charged against the workshop.

Mr. Christie figured his overhead at 20½ per cent. He charged two-thirds of this against the hardware shop and one-third against the workshop.

R. Hawkins, Smiths Falls, said he also had some tinshop experience. He had found it hard to get the right man to take charge and to accept responsibility. If there was a partner in the business one could then look after the workshop. He intended trying out some plan similar to Mr. Christie's.

A. J. Wright, Hamilton, believed the auto repair shop had brought out a new system with its time card, etc., which could be adopted by workshops.

Mr. Thomson, Owen Sound, uses the Addison price system in connection with his plumbing department. This, he found, worked out well.

"What is the best way to handle slow accounts without offending customers?"

Mr. Allin, Lindsay, said customers who were given credit were often driven away from the store because they owed accounts.

Mr. Joy, Toronto, thought that Mr. Penberthy answered this question in his address of the day before when he said that it was very necessary to collect outstanding accounts as quickly as possible, for customers who owe money to merchants avoid them and that means loss of custom to the store.

"What is the average percentage of loss on credit accounts?"

Mr. Smith, Cornwall, lost very little until last year, when, owing to the failure of a manufacturing plant, a customer of his, he lost $1,600. In the past five years he wrote off (including the above $1,600) $2,100.

He incidentally referred to his method of collecting where his monthly statements did not seem to bring any results. He added the amount of the next account to the statement and this brought in the delinquent customer to call attention to the error. Mr. Smith then said he was sorry and would make out a new account with the right amount "and would he receipt it?"

W. H. Bartlett, St. Mary's, found the farmer to pay promptly with him. Its the townsfolk who owe me. We put in accounts on the first of every month to all who owe us money, and post them through the mails.

Mr. Barton, Port Arthur, does quite a credit business. He figured his loss about four per cent. He gives five per cent. off to get cash sales. His losses were due during the war years to enlistments, and some to industrial depression, creditors being forced to leave town to get work elsewhere. He is more careful now, which is one reason why he is offering the inducement for cash sales. Plumbing and tinsmithing brought about his chief losses.

F. B. Smith, Belleville, uses a red sticker or rather series of stickers on his overdue statements going out, drawing attention to the amount of the account and the date of its being incurred.

W. F. Macpherson said that in twenty years in business, he had not lost $400. Where locality is good and attention is given to business, losses should not amount to one per cent.

Mr. May doesn't do a credit business, and never lost over one per cent.

George Mathewson, Toronto, said his losses were less than one per cent., although from 65 to 75 per cent. of his business was on credit. He allows 30 and 60 days' credit on some accounts.

"Have any members successfully turned a credit business into a cash business?"

Mr. Joy, nine years' ago, went into Northern Ontario and soon found that mining towns were the worst places in the world to give chedit. He changed from credit to cash, sending out a circular giving 30 days' notice of the change, and offering five per cent. off for cash sales after that date.

Mr. Allen, Lindsay, went into the cash business on September 1 last. Farmers are his big and best customers. He had been considering the change for some time, but was afraid to offend. Taking courage, he placed half-page ads in nine papers—two locals, the others in surrounding country—telling of the change from credit to cash. He also sent out circular letters to all customers telling of the new c.o.d. plan of bringing the cash store to the customer's door. As a result, the business for last September and October was double that of the same months the previous year.

He had on the books now nearly as much money owing as before, but the number of accounts had been greatly cut down. He found that he had to carry painters, contractors and large corporations from month to month. When changing he had discounted goods 10 per cent. to introduce cash sales.

"In changing credit to cash business would it be advisable to allow monthly accounts to telephone customers and to customers who are building or painting?"

Geo. E. May, Toronto, said he did a telephone order business. He used to put these on the books, but now all these sales are c.o.d. Builders and painters are not good accounts with him. The only exception he makes is in factory accounts.

"What experience have dealers present had in handling auto supplies, tires, etc., in a small town? Do they find it profitable, or is most of the business going to garages? If hardware dealers get bulk of the business, how do they do it?

One small town dealer said he had to give quite a bit of credit on this line. There are three garages in his town, but he sells just as much as they do.



R. HAWKINS

Smith's Falls, re-elected an executive member of the O.R.H.A.



F. B. SMITH

Belleville, elected Vice President Ontario Retail Hardware Association

Mr. Gerry was just starting with tires and auto accessories. He couldn't say yet whether it would pay or not.

Wm. Kerr, Dundas, said there were two hardware stores and three garages in his town. He sells as much auto supplies as the three garages combined, excepting only tires.

K. I. Thomson, Owen Sound, doesn't handle accessories, but had looked into the question of tires and found that a certain well advertised and popular make was not sold in his town. He applied for and got the agency for that tire. He doubled that tire's business in his vicinty the first year and doubled the first year's sales the second year. Only a cash business is done. He covers a radius of 40 miles. If he gets an order by telephone from out-of-town, he gets the tire out on the first train. He handles only the one line of tire, and has not gone out specially after the business.

THE CURE FOR "BUSINESS DISEASE"

F. J. Penberthy, Managing Director, Lowe Bros. Ltd., Toronto, urges Dealers to Develop their Business Intensively—More Sales the Cure.

THERE is nothing remarkable about the period of business depression which we have passed through. The law that depression follows prosperity would seem from past experience to be almost as inevitable as the law of gravity.

The really remarkable thing about hard times is that so few of us realized that hard times were bound to come and made provision against them. That very lack of realization made hard times harder; made recovery more difficult; and made them last longer and the recovery slower. Gentlemen, the term "Lack of Realization" covers a multitude of sins, and, incidentally, discloses the nature of my address and the disease in question.

If the observations made during my recent travels north, south, east and west, in Canada and the other side count for anything. If the analysis that I have made, in an effort to get at the root of the cause of many failures and near failures, has any weight. If investigations conducted and statistics recorded by the foremost business men of the continent are at all accurate. If the statements of representative hardware merchants themselves are true, and they are true, then I may safely define business disease as a complex ailment of the mind, having for its constitution a combination of some or all of these oustanding characteristics:

Lack of understanding of business fundamentals—economic and otherwise;
Lack of appreciation of the possibilities of the goods you handle;
Lack of concentration or division of effort and indolence;
Lack of knowledge;
Guesswork.



F. J. PENBERTHY
Toronto, Vice President and General Manager Lowe Bros. Limited

Like all others, the business disease has its symptoms. In the present case it is lack of faith and lack of courage. There seems to be an irresistible feeling that the way to business salvation is through the avenue of cheap, and necessarily undependable, goods—cutting down of expenses, and sitting tight until business improves. There seems to be an inclination to follow the crowd wherever it leads—in other words, an inclination to follow the line of least resistance and it is time to take precaution against the disease that is sure to follow these symptoms.

Mistake to Duplicate Lines

I speak of lack of faith, lack fo courage, desire for cheap goods, cutting down expenses, and sitting tight. One might have faith and still lack the courage of his convictions. If he loses a sale, on account of price, his courage fails him, and he immediately believes that it is necessary for him to have a cheap line of goods as well as quality goods. By so doing he is putting himself in a worse position than he was before. He is investing double the capital in order to make some meagre sales and, therefore, his profits instead of being available for re-investment and turn-over remain on his shelves.

I was in a hardware store just a short time ago and noticed five different lines of floor wax and four different lines of brass polishes on the dealer's shelves. How much floor wax and how much brass polish will that man have to sell before the working capital and profit which remains on his selves will be turned into an actual profit for re-investment?

The cutting down of unnecessary expenses, provided they are unnecessary, is to be commended, but great care should be exercised in determining just what expenses are unnecessary, so that in making a reduction your business will not suffer.

In our business, I do not care how much our factory wages are in dollars and cents, nor do I care what the factory expense is. In our overhead I care nothing about what the salesmen's expenses are, nor what the advertising expense is, nor do I care about general expense—including interest, discount nd exchange, clerk hire, stationery and other incidentals—providing none of these exceed their proportion of percentage. And the only way that that percentage can be prportioned is for us to sell the goods to make the percentage proportionate.

During the trying months of October, November and December, we ran our factory full time. We did not reduce the wages of a single employee in our factory nor in our office. We had confidence in our ability to sell, we had confidence in our dealers, we had confidence in the future of Canada and, with the confidence we had, we went ahead and filled our warehouse with manufactured goods in order that the purchasing power of the men who served us faithfully would not be impaired. The result has been very gratifying. Our men made the goods; our packing room packed the goods; our salesmen have sold the goods and at the closing of our five months' period which ended January 31st, our business shows a very satisfactory condition. We attribute this showing to greater activity, which I am going to dwell on later on.

Our overhead expenses as shown in our books in dollars and cents are alarming, but our percentage of overhead to sales as shown in our selling records has gone down to almost where it should be and prospects of an even greater reduction with the best period of our year—the Spring—still before us.

More Sales is the Remedy

You, gentlemen, should be in the same position. You are entering a period when your expenses will be corrected in proportion as you turn over your merchandise. You cannot sit in your store wondering what is going to turn up. You've got to make something turn up. Sitting around doing nothing will not pay your rent; will not pay your factory; your electric light bill; your clerk hire; or your delivery. The only thing that will pay those things is profit. The only way to make profit is sales; the only way to make sales is to apply the energy that God gave you to sell something. The inertia displayed by some clerks and even proprietors of retail stores is absolutely astonishing. A salesman on the road would starve to death in two months if he were to apply the same tactics as displayed by a great many clerks who are drawing fair money for practically driving permanent custom away from the store.

I have given you, gentlemen, our own experience in coping with and overcoming the tendencies to business stagnation, and I have tried to show you that in the lsat analysis, whether or not your business is prosperous depends absolutely on your volume of sales. I have tried to more firmly establish the proposition already conceded generally that MORE SALES is the cure for all negative business tendencies.

With these generally acknowledged facts before us we must conclude that the only corrective for slumps, depressions, etc., summed up in two words is MORE SALES. That is the antidote for a rising overhead. That is the counteraction for the growing pains of expenses, which, the less we sell, is the more acute, and, that is the way to beat the law, which exacts a fearful toll for inactviity, be it forced or characteristic.

It cannot be gainsaid that there are rare circumstances which temporarily cripple the hardware business. No one better appreciates than I the immediate depression which follows the closing down of a large industry on which the community depends for its purchasing power. In these cir-

cumstances there is much to be considered, and I would not be sincere, nor would it be logical for me to state that the activity which we are agreed is the cure for the busniess disease would change such a condition overnight to one of prosperity. But, gentlemen, we are not all doing business in communities of this nature, and to those even who are so situated a great deal can be done through concentrated and intelligent sales effort to greatly improve these negative business conditions. There are always men in your community who have money—there are doctors, lawyers, dentists, railway employees, barbers, butchers, etc., who through direct solicitation, aggressiveness and service could be attracted to your place of business. There are towns within the Dominion which, through the closing down of a key industry, might be termed unfortunate, but not more so than the man who helps heap misfortune on the community and himself by figuratively pulling the blinds and waiting for business to improve.

Originality Needed

We are passing through a period when originality of thought and action will prove of far more benefit than following the lead of others. At no other time in the history of business has the law of the survival of the fittest so relentlessly demanded its pound of flesh as it does at the present. It is up to us as individuals to devise ways and means which will best enable us to grapple with those problems peculiar to our respective communities and, in order to do this, we must put on our "thinking caps" and act productively.

Systematic and intelligent thought applied to our business will reveal the fact that our different paths are intersected with periods of opportunity. These opportunities taken in the light of present day conditions can be best grasped by personal dealings. Narrow-minded and stereotyped examples will not assist us to the end in view. It will take that individual action which is the result of business acumen and personal study of the situation. It is necessary, therefore, for us to devote more thought and more productive energy to our business. The most experienced counsel can only advise us according to his own state, while we with the close knowledge of the conditions which surround us can—if we will—proceed intelligently and independently towards that success which may only be achieved by personal initiative and effort.

To wait for things to improve is nothing short of disastrous to your business. There never was a time when intelligent action was calculated to produce such marked beneficial effects. Mr. Nelson Mills, your president, told me some time ago that it was his intention to leave his office and go behind the counter so that he could meet his customers; know what they expected and how best to serve them; so that he could keep in close touch with his clerks with a view to increasing their sales efficiency; so that he could stimulate the enthusiasm necessary to service and selling, and so that out of his action would arise that keen competition among his clerks that is conducive to the highest type of business ability.

And why? Simply because Nelson Mills has realized that conditions call for different treatment; analyzed the proposition, and appreciates that for every action there is a reaction, that with increased effort he is bound to have increased sales. Nelson Mills is personally going to take a hand in steering his ship through a choppy sea to calmer waters, because he is satisfied that to help business conditions as affecting his store more thought and greater effort is required. In a word, he believes that prevention is better than cure, and he is taking the necessary precautions against the business disease.

Gentlemen, we need more of that spirit. It is the only cure for the incipient business disease. I have not the words in my vocabulary to impress you with the necessity of activity during the next twelve months. We have only a short period to go through where this activity is really necessary, and if we have desire enough we will have courage enough to provide sufficient energy to carry us through that short period and, by the momentum it will have gained, for several years after that.

Make Sales by Suggestion

Much has already been written and spoken about the value of suggestion in selling and, while no retail merchant whom I have met has thought contrarily, yet there is a deplorable lack of appreciation of this valuable method of increasing sales—perhaps because of its simplicity, perhaps because the suggestion is not clothed in scientific, brainracking terms, which seem to appeal to human nature.

In my home a short time ago I had occasion to go to the flour bin, in which I found an old broken cup which, when I attempted to use, scattered the flour all over the kitchen. I inquired of the general manager of our culinary department (my wife) if that was the best utensil she had for the purpose, and, upon being informed that it was, I immediately set out to buy a flour scoop. How many hardware stores I entered would be hard to say. Suffice it that I quit when I got tired and there was not to be had in the whole neighborhood. Now I presume, reasonably, that there are hundreds of families in that vicinity who would be very glad to buy a small fifteen-cent flour scoop if someone would ask them to—if someone would show one to the prospective customer—if someone would only suggest that it was so much more handy and inexpensive than a cup.

Times out of number Mrs. Penberthy has asked me to buy a flashlight for the house. We haven't one yet. The reason is that on every occasion that I have visited a hardware store it has been for something of a totally different nature and I have never thought of a flashlight. Probably all of you sell fuses. Did it ever occur to you how handy a flashlight is when putting in a fuse? Had someone called my attention to flashlights when I was buying fuses he would have made a very easy sale.

So much for the part that suggestion plays in creating sales and as a cure for the business disease. Here are two instances of two transgressions of the laws of salesmanhip.

How Sales are Lost

A short time ago an industrial institution in a small town in the vicinity of Toronto wrote to us asking if we would supply them with some of our goods to finish a job they had started. We referred them to our agent in their town and the industrial people wrote back stating that our agent did not carry Lowe Brothers' flat wall paint, he only carried varnish stain. We wrote again, stating that we were sure our agent would order whatever they wanted, but, if he was not disposed to, the goods could be procured at a certain store on the outskirts of Toronto. This man drove eleven miles and placed an order for $30 worth of our material with a Toronto merchant, and the merchant in the smaller town wonders why business is so bad!

In the city a short time ago we had a call from a prospective purchaser of our products. We referred him to our agent, who was less than fifteen minutes' distance from our factory. During the day there were three different people referred to that store, and were turned away because the merchant did not carry the products they wanted. In other words, he was not sufficiently interested in his business to go to the telephone and order his customers' requirements to be sent direct. He lost probably $15, possibly $100, by his indifference, and he would consider us hard if we pressed him for his bill.

Manufacturers have spent thousands of dollars in organizing a service department, or, where there is not a service department, dealer helps, with the desire to co-operate with the dealers in increasing their sales. Our experience has been that only a small prcentage of the dealers use the sales' helps at their disposal or even try to interest their clerks in the use of such assistance. It is significant, however, that those who do use it are usually the most progressive and prosperous merchants.

In the seeking of MORE SALES, gentlemen, the application of every possible honest means to create sales is the answer to your problems, not only these particular months of uncertainty, but any others that might come within your future experience. It is the one dependable formula. the one antidote to all your business diseases. Mor thought, more activity, MORE SALES.

Do Not Neglect Collections

There is one more caution, gentlemen, that I would like to give and that concerns collections. A letter came to my desk a few days ago from a small account in as small a village. His account is long overdue and he has written us asking for an extension. The letter is a very fearful one. He is doubtful as to when he will be able to pay his account and it is evident, if you read between the lines, that he is much disturbed over his financial condition.

He mentions that he has outstanding several thousand dollars in a community of three or four hundred. Plainly, his store has been affected by the business disease. The man has been waiting for business to improve and he has become so used to waiting that the same inertia is applied to the collection of his accounts. His lack of foresight has placed him in financial quicksand from which he is going to find it very difficult to extricate himself. Of this unfortunate individual we will say no more. You will draw your own conclusions. He is but representative of hundreds of retail merchants throughout the Dominion of Canada.

I do wish, however, to suggest a few thoughts that might be of immediate value to you. Indiscriminate credit is one of the most disastrous things a merchant can permit. It is human nature for the man who owes you to avoid you, even though he may be an honest man. It is human nature for the man to withhold payment longer, the greater the debt. If John Smith owes you $10 and has been your debtor for three months, John Smith knows that you expect the money. If he needs a wrench he will go to your competitor, for he does not want to meet you.

Mrs. Smith owes you for a casserole. That is nothing, she will pay you the next time she calls at your store. But, she does not call for a month or two, during which time she has bought on credit another $15 worth of merchandise—she now owes you $30. Thirty dollars is something and she is waiting for thing s to improve—for her husband to get a raise or for the chickens to multiply before you get yours. Waiting! Waiting is synonymous with disintegration, with atrophy. If your customers all wait and you wait with them, and we wait with you, all three eventually are broken. If they cannot pay their bills you cannot run your business. If you cannot conduct your business we fail. If we fail Mrs. Smith's husband is out of a job and we have a depression.

Gentlemen, activity applied to the collection of your outstanding accounts is as necessary, if not more necessary, than the consideration of activity as applied to your sales. Less waiting on the part of the individual and more activity in selling and collecting the money for what you do sell is the simple formula I have to suggest.

Cheap Goods a Poor Investment

Summarily, the progressive merchant has been startled into consciousness of the fact that stagnation is the worst enemy of business progress, and it is infinitely better to clear his shelves of slow moving or stagnant stock at cost, or less than cost if needs be, than to have his investment tied up and daily depreciating with the stock so represented.

This awakening, if it may be so termed, augurs well for the prosperity of the individual and the community at large, since on business activity and the ability to keep in circulation the commodities of life virtually hangs the economic fate of the nation—not to speak of the individual.

The cure for an ailing business is not cheap goods which, being cheap, are undependable and calculated to impair your business progress. Cheap goods are a poor investment not only from the standpoint of future considerations, but from the immediate standpoint of percentage of profit. I would be glad if I had time to prove this to you.

Cutting down your expense by laying off hands or those agencies which are instrumental in the process of selling is no better cure. Doing what the other fellow does is worse. You need everybody who and everything which can assist you to the end in view—MORE SALES. The more you enjoy, automatically, the less your overhead. The less your overhead compared with a satisfactory volume of sales, the healthier your business. Let us rouse ourselves from the lethargy which has been responsible for a great deal of this business stagnation, this business depression, spend some analytic and constructive thought on our requirements, enlist the co-operation of all who can help us—particularly our clerks and our suppliers—and let us

Buy discriminately,
Sell enthusiastically,
Collect aggressively,

and prepare to ward off or cure the business disease and make 1922 our greatest selling year.

Mr. Penberthy, to drive home one of the points made in his discourse—that in regard to sales suggestions—sent a messenger across the road from the convention hall to a hardware store. The messenger asked for a set of hinges for a new storm door. The clerk in the store supplied his wants and asked 'Anything else?" "No, sir," said the messenger.

Now, said Mr. Penberthy, if the clerk had said you want a thumb latch and the other necessary articles for that new storm door, he might have made a bigger sale, because we do want those other things. All we have now is the storm door and a set of hinges. That clerk, because of his lack of suggestion, lost two-thirds of a possible sale.

Another instance cited by Mr. Penberthy was that of a lady who called at a hardware store for a tin of linoleum varnish. By judicious questioning the dealer found out that the lady had got some new linoleum for her kitchen. He suggested brightening up the woodwork and sold some dark oak varnish; suggested a brush, and sold that. That dealer increased a 30-cent sale to a dollar sale.

Mr. Penberthy knew there was great possibilities in the power of suggestion because in his own home he does not own a tack hammer. He has been times without number in a hardware store, but no hardwareman yet has suggested a tack hammer to him. If he had he would make a sale.

British Columbia Hardware Convention

The Largest gathering yet held in Pacific Province—New officers elected—Interesting program.

THE annual convention of the B.C. Hardware Club, held at Vancouver on February 1, 1922, was the largest convention yet convened in British Columbia. Victoria had a particularly large delegation, and representatives were present from nearly all the larger centres of British Columbia.

Various committees of the Club presented reports on their activities during the past year, and the president, secretary and treasurer's reports were read and adopted. All of these reports showed the Club to be in an extremely prosperous condition, both as to membership and finance, and they were all optimistic in their tone as to the business done in 1921 and the probabilities for 1922. The election of officers resulted as follows:

Honorary president, A. Peterson, Cowichan Merchants, Ltd., Duncans; Honorary President, A. McPhail, McPhail-Smith Hardware Co., Armstrong; president, T. H. Latimer, Latimer & Sons, Vancouver; first vice-president, G. Kearns, manager retail department of Martin, Finlayson & Mather, Vancouver; second vice-president, W. H. Hudson, hardware merchant, Vancouver; treasurer, W. C. Stearman, hardware merchant, Vancouver; secretary, R. A. Ogilvie, Vancouver.

R. R. Taylor, president of the Victoria Hardware Club, extended an invitation to the members of the Club to be their guests at a get-together meeting in Victoria on June 14, 1922. His invitation was received with great applause by the assembled delegates, as the Victoria members are noted for their generous hospitality.

At the afternoon session addresses on topics of interest to the trade were delivered by Frank Parsons, of the Gregory Tire Company, on the campaign for "Made in B.C. Products"; C. P. W. Schwengers, managing director of E. G. Prior & Co., Victoria, on "Future Business," and by E. Munton, vice-president of the Canadian Credit Men's Association on "Credits as they affected the Retail Trade." W. C. Stearman also presented an instructive paper on "The Advantages to the Hardware Dealer of taking cash discounts."

In the evening a banquet and dance was held in the large ballroom at the Hotel Vancouver. About four hundred and fifty delegates and friends were present and singing and dancing was indulged in until midnight. The community singing, under the leadership of W. G. Chester, was a feature of the evening, and all of the songs were rendered with great vigor and in splendid style.

HARDWARE BUSINESS WANTED

The Editor of Hardware and Accessories would like to get in touch with hardware dealers in live Western Ontario towns of 3,000 population and over, or in cities, who wish to dispose of their businesses. Information to be supplied as follows and treated as strictly confidential:

Amount of stock carried.
Turnover, 1919, 1920, 1921.
Expense, 1919, 1920, 1921.
Net profit, 1919, 1920, 1921.
Rental paid for store, or if owned.
Rental required from purchaser of stock.

Information desired as soon as possible.

MUTUAL FIRE INSURANCE A BIG SUCCESS

C. L Clarke, Manager Canadian Hardware and Implement Underwriters, Winnipeg, tells of the Large Dividends Rebated to Hardware Merchants and Large Accumulated Reserves.

THE formal introduction of a representative of the Hardware Mutuals is hardly necessary as so many of you have our calling cards in the shape of policies. It seems to me, such being the case, we can plunge immediately into our discussion of Hardware Mutual Fire Insurance.

In the first place, gentlemen, why was it necessary to organize a mutual company for hardwaremen? Twenty years' ago there were scores of stock companies ready and willing to do business with the hardwaremen. In fact, these same stock companies were donig business with the hardwaremen and of this fact none were better aware than the dealers themselves, for they were the ones who made out the cheques in payment of the premiums. The only drawback to the stock companies system was that the hardware men knew they were being charged too much for their fire insurance protection. The rates were out of proportion and more than the business warranted. The result was inevitable and is now insurance history. Nine hardware men of Minnesota got together in 1899, guaranteed the necessary $20,000 to obtain Articles of Association from the State and in 1900 the first policy issued by a hardware mutual was issued by the Retail Hardware Mutual of Minneapolis.

You have already been appraised of the success of this company; how the members agreed to pay board rates and take back at the end of the year whatever saving was made; how at the end of the first year a dividend of 25 per cent. was declared; how that dividend was gradually increased until in 1908 the company was paying a dividend of 50 per cent. and has continued to pay the same dividend every year since. Also you know that a similar organization was launched in Wisconsin in 1903 and that in 1908 this company paid a dividend of 50 per cent., which it continued unfailingly to do every year since. In 1907 the organized implement dealers of Minnesota made the Minnesota Implement Mutual their official company and in 1913 this company started to pay a dividend of 50 per cent. These companies are the ones that have extended their facilities to you hardwaremen and I am firmly convinced that you have the foresight of the early members to thank for the financial strength of to-day. These members could have taken larger dividends years ago but they started out to make their companies leaders in the field and this they have certainly done.



C. L. CLARKE,
Winnipeg, Manager Canadian Hardware and Implement Underwriters

Financial Backing

It is not, however, the savings which these companies make for you that I want to particularly emphasize. It is the financial backing of the companies and the deductions to be drawn from their success. Is it not remarkable that these three companies in addition to returning such large dividends, have accumulated a reinsurance reserve of $2,251,000, and a surplus sufficiently large to guarantee the safety of the companies and the prompt payment of losses. The companies started from nothing and in the short space of twenty years have accumulated assets of over $4,000,000 and a net cash surplus of over $2,000,000. After all, you buy insurance for protection and safety is the first consideration, saving the next. The net cash surplus of an organization is its strength, for that is what it must fall back upon if losses are abnormal. By charging, therefore, the same premiums as board companies and returning a dividend of 50 per cent. at expiration of the policy, we have a surplus which belongs to our policy holders of two millions over and above all liabilities. Where would that two millions of surplus be to-day were it not for the Hardware and Implement Mutuals? Why, in the coffers of the stock companies to be sure, instead of belonging prportionately to each and every policy holder. Hence, deduction number one—board rates on hardware stores are still too high.

Please do not misunderstand me in my references to the stock companies. It is necessary that I refer to them for the purpose of comparison for we are using their figures as a basis to work. Their aim is to maintain excessive rates, ours is to reduce the net cost for you. They want you to help pay for losses on more hazardous risks. In support of the latter statement I would call your attention to the recent order of the Superintendent of Insurance of the State of Kansas to the effect that the various classes should pay their own way and that one profitable class should not be called upon to pay for the losses of classes which have shown a high loss ratio. Kansas ordered increases of 40 per cent. on steam railway properties, from 50 to 75 per cent. on automobile business, 15 per cent. on mining and oil properties and 20 per cent. on crop insurance. They ordered a decrease of 20 per cent. on mercantile business which is the hardwaremen class. We commend the Kansas department for its action, but really, gentlemen, it is 20 years behind the idea of the Hardware Mutuals and their slogan "Hardware Insurance for the Hardwareman." Then again we have the order of the Missouri department ordering decreases averaging 15 per cent. on all classes. Nearer home we have the Ontario department hot and heavy after the board companies demanding that they reduce the cost of acquiring business with proportionate decreases to the purchaser. Do these eruptions in the business world mean nothing to you? Can you not see the reaction against stock company control? I wish I had the time to draw back the curtain and display the machinations of the stock companies. How at every turn in the road they are trying to block the irresistable advance of the mutuals not only by vile propaganda, but by lobbying legislation. What a howl went up from their camp when a mutual man was put at the head of the newly created insurance division of the United States Chamber of Commerce. Figures were hastily prepared by them in an endeavor to show that the premium income of the mutuals was so small as not to warrant the elevation of one of their men to a position of this importance. Think of it! The mutuals were very glad to show their real strength and herein lies food for considerable thought. The mutual man stayed at the head of the insurance division.

The old order must change. While other companies have been bewailing the loss of premiums our companies have been experiencing an increase of business. Any company which held its own last year as far as premium income is concerned did remarkbly well. I am glad to say to you that our companies made an increase in premium receipts last year of approximately $400,000. Why was it? Simply because the dealer is looking closer into his personal economics at this time than ever before. Conditions compel him to do so. If he can reduce his fire insurance overhead by 50 per cent. why on earth should not that be the first reduction in his general overhead. Many of our policy holders reduced their insurance on account of decreased values. This decrease was recovered and some added by placing on our books dealers who during the war were content to let well enough alone. But necessity has forced them to decrease running expenses and our companies have thereby profited.

Loss Ratio on Half of Stock Companies

The question is often asked after we have presented the results of a year's operations—How do you do it? There are a number of courses we pursue in order to save you 50 per cent. Probably the greatest is the question of losses and the next that of expense. I can only say with reference to the loss ratio, that deduction number one becomes again deduction number two—the board rates are too high. Year after year our loss ratio is about one-half that of stock companies. Take our Canadian experience for 1921 as an example. The

estimated loss ratio for all companies in Canada for the year 1921 is 65 per cent. Our loss ratio on Canadian business was 30 per cent. The estimated expense ratio for all companies in the United States and Canada is 45 per cent. yet our companies ran true to form with approximately 20 per cent. As to the expense ratio on our Canadian business, I would say that it was considerably above normal in 1921, but that is easily accounted for in the equipment of our chief office in Winnipeg, advertising and the hundred and one necessary items in the opening of a new field. Admittedly, a company cannot expect to experience a normal expense ratio the first year in a new territory. But the result of our January 1922 business indicates that when the ratios are computed for 1922 there will be no great difference.

Referring again to the question of losses, I would like to point out that our inspections have a great deal to do with keeping down the number of fires. However, the best inspector is yourself and as a policy holder in this organization you are vitally interested in the amount of losses both individually and collectively. Individually because it is the individual losses which make up the whole and whole is the figure upon which we compute our experience. Therefore, it behooves us all, and this applies to everyone whether applicable to our insurance or not, to watch your own risk carefully. Clean it up daily, keep the rubbish and packing out of the basement. Allow nothing to accumulate which would assist the spread of fire. By all means take particular care of your oils. Do not let them drip on wood floors but provide, and you can do so at a very moderate expense, a drip pan for every barrel. You know you can fill a gallon measure with coal oil, place a lighted match on the surface and the only result will be that the match will burn itself out, but let that coal oil soak into wood or waste and water will not put it out. If waste is necessary have an enclosed can purposely for it. Have your electric wiring checked over periodically. If any of it is supported by nails take it down at once, for there is a fine place for fire to start. Eventually the insulation of the wires will wear off and when wires come in contact with the nail short circuit results and a fire is started in no time. If necessary to suspend wiring do it with twine. By being individually careful you keep down the enormous fire waste of this country and reduce your fire insurance cost at the same time. Our representatives are always more than glad to go into these matters with you and will welcome your inquiries.

An Important Point

We come now to a point over which there has been much needless discussion, that is the question of our mutual policy conditions reading as follows: "The contingent mutual liability of each member of this company for the payment of losses and expenses not provided for by its cash fund, shall be a sum equal to and in addition to one-third of the cash premium written in this policy." That means a total assessment liability of one additional premium or one-third to each company. Reflect for a moment on the reason for inserting this clause in our contract originally. When the companies were young the various policy holders required definite assurances that if the premium deposits were insufficient to pay the losses that should they be one of those unfortunate enough to suffer a loss they would know they could collect, and in purchasing the policy could feel absolute safety in so doing. What was the result. Instead of being compelled to collect additional funds under the option of the policy conditions it was found that the deposits based on the board rates more than cleared the expenses and losses and that dividends could be paid even after setting aside a specific sum for surplus. Still the clause was considered a safety valve and even though the surpluses of the three companies indvidually are so large now that non-assessable policies are permitted them by the States in which they are domiciled, we still feel that the clause should remain for your indvidual protection. I tell you frankly, gentlemen, that if the time ever comes when it is necessary for us to use that clause and make an assessment you will find the largest stock companies in the hands of receivers. Let me read you what former Commissioner of Insurance, Hon. F. H. Hardison, of the State of Massachusetts, has to say on the subject: "Is the liability to assessment in a well established and well managed full advance premium mutual company probable? I challenge the production of any records that it is. It is no more probable than that a well established and well managed stock company will be unable to pay its losses. Neither the assessment nor the insolvency will come without a catastrophe, and seldom, under modern methods of distribution and reinsurance, even if the catastrophe gets in its dread blow. Hence I hold that the liability to assessment in such a mutual company is negligible." Any competitor that uses our mutual policy conditions for their own gain immeasurably weakens his own case.

Following Mr. Clarke's talk on mutual fire insurance that gentleman invited questions. In answer to which Mr. Smith, of Belleville, told of his experience last year when he co-ordinated all his policies and placed all his insurance with the Hardware Mutual. His first year's premium was $114.50, half of which he had just received a cheque for, this representing the profits of his placed insurance for last year.

Mr. Joy told of his experiences with fire in Minnesota and in the Porcupine district, and what insurance meant to him.

Mr. Wright asked about the Hardware Mutual's operations, and was told that $80,000 was the largest policy so far placed; that $5,000,000 insurance was carried in Canada; and that in case of a large conflagration which would eat up all reserves an assessment would be placed on policy holders in Canada and the United States that would return to the sufferers who were insured in the Mutual 100 per cent. of the value of their policies.



J. WALTON PEART
Regina, Sask., and formerly of St. Mary's, Ontario.

Before adjournment Honorary Secretary Weston Wrigley called the attention of the chair to the presence of J. Walton Peart of Regina, one of the founders of the Ontario Retail Hardware Association, a former first vice-president and the pioneer of Hardware Mutual Fire Insurance in Canada. Mr. Peart acknowledged the honor, saying he was pleased to see how the association had progressed. He was particularly glad to note that the matter of mutual insurance was occupying the attention of Ontario hardware dealers. He had brought the matter to the attention of the members in the early days of the associaion. It would be well, he considered, for the hardware dealers present to investigate the key rates charged for insurance in their various communities, and instanced several cases where the board rate charged was based on conditions which had existed years before. Mr. Peart congratulated the officers of the association on their work as shown in the growth of the association during the past seventeen years.

THE TRADE PRESS THANKED

Hardware and Accessories, Toronto.

Dear Sirs,—By resolution passed at our Convention, the thanks of the Association were extended to the Trade Papers for their co-operation in Association work.

Permit me, then, to convey to Hardware and Accessories very hearty thanks for this co-operation, both willingly and cheerfully given.

W. F. MACPHERSON, Secretary.

THE RESALE PRICES ON ADVERTISED LINES

H. J. Haire, of the Alabastine Co., Paris Ont., urges that trade stimulated by the cooperation of manufacturers and retailers in maintaining Standard Prices on Advertised Specialities.

I am delighted to have this opportunity of appearing before you hardware dealers of Ontario, because I sincerely believe that the enterprise, the honesty and integrity of our retail merchants have been a very vital factor in upbuilding every Canadian community, and in rearing and maintaining the great structure of our commerce, and of all classes of trade; it is freely acknowledged by business men everywhere that the hardware trade is the cleanest, most substantial and most satisfactory of all, to do business with.

I am here as representative of a factory that has been marketing its product only through regular wholesale and retail channels in Ontario for the past 35 years. As a result of our experience we long ago decided that the hardware trade was the most satisfactory class of accounts and have acted accordingly. I see here representatives of several other manufacturers. Let me say to you as we are saying in our advertising to the public. "Your local dealer is entitled to your trade." I believe the hardware dealer is entitled to your protection now; on the other hand, if the manufacturer protects the hardware trade, he feels he is entitled to expect co-operation from the hardware dealer, and that is what brings me here to talk to you to-day.

A manufacturer protects the dealer by standardizing, trade marking and advertising. The dealer co-operates by recommending the goods, keeping an adequate stock, and maintaining a fixed price.

It would seem to be the natural condition for a man to know his wishes or needs and to indicate them to those who had the goods or service to supply, but the fact is that men do not always know their needs or do not feel them strongly enough to supply them without solicitation. A farmer may need a gas engine, but almost invariably he will not buy until influenced by oral or printed solicitation. Furthermore, human needs are subject to constant change and development. Staple goods for which there is a regular demand, move in the world's markets with a minimum amount of sales' effort. The consumer must have food, clothing, nails, rope, etc. The luxuries, sanitary goods and novelties demand more sales effort. But time moves swiftly, and the luxury or novelty of one year will be a staple in the next. An attractive new article like a thermos bottle or a vacuum sweeper fills a real need, though the consumer did not know before its appearance that such an article was a possibility. But immediately the article appeared, thousands became purchasers, and the cost of living went up $5 or $50 because of them.



H. J. HAIRE
Sales Manager of Alabastine Company, Limited.

It has been charged that advertising has helped increase the cost of living and that if goods were not exploited by expensive sales efforts, prices could be decreased and the cost of living reduced. This conclusion is a fallacious one for it overlooks the important economic principle that with the exception of goods that are imitative of successfully exploited goods, and sold by reason of the similarity, everything but the most staple merchandise must be promoted in order that successful sales may be built up. How many cash registers or adding machines would have been sold if the makers had merely perfected the machine and waited for the demand to manifest itself? If sales were to be confined to hundreds instead of tens of thousands the cost of such machines would be prohibitive to the average buyer. Even the sales of staple goods is increased by advertising methods as ready-mixed paint, or biscuits, or chocolate. If it is argued that the constant changing and creating of needs makes up a wrong system of economics, it might as well be argued that man should gradually retrograde to the savage state where his needs are few and simple. Civilization increases and changes man's needs. It may add to the cost of living and even tend to extravagance, but extravagance must be charged to the individual and to popular ideas rather than to the salesman. The modern tendency is to eliminate certain needless handling of goods and unnecessary profits and to supply the customer as directly as possible.

The Dean of the Commercial Science Department of New York University, in an article in Printers' Ink aptly described the new order of things as follows:

Modern Methods of Merchandising

"The old static idea that the wants of the public can be gauged like the depth of a well, and that there continuously exists a certain measure of demand for a certain kind of goods, is no longer held by economists. The modern ceonomic idea is dynamic intsead of static, and demonstrates that man is a bundle of potential wants, infinite in number and impossible of hard and fast measurement. Furthermore, it demonstrates how wants can and are being created, and that it is impossible to tell beforehand what new want will develop.

"This old-time static economics, which fitted production to a given quantity of want, had worked out a beautiful compensating system of accurate quantities and their accurate distribution which never missed a cog nor recognized for a moment an element of uncertainty.

"To these old economists all articles were staple, and that elusive quality which distinguishes wants as we now know them to be, was blissfully unknown. The newer modern economists to-day judge a civilization and a country by the number and complexity of its wants, recognizing that progress and civilization move in direct relation to the number of wants developed. In the new dynamics there is nothing fixed. You cannot count on my wants for next week and much less can you count on them for next year.

"The advertising man is he who sits on a potential want and hatches it into a clamorous reality, who loses no opportunity to tell me with his best word and picture in the medium I am most apt to turn to, of the charm, the irresistibility, the economy, the efficiency, the need represented in his product. And one by one, new tastes, new needs are developed in me and my family as the advertising man succeeds in informing and convincing me of the desirability of the things that men are making.

"My old father visited me once, and after observing what we had and what we did, in comparison with his simple, old-fashioned life, he vowed that we were squandering money. We had a great number of things, he maintained, which he never had. 'Yes,' I replied, 'and my son will have things of which neither you nor I yet dream.'

"But there is a peculiar thing about satisfying wants. You will observe that we are obliged to starve other wants whenever we select a new one. If we buy an automobile we will not be able to flash the gold, the silver, the silk, and the fine linen which we might otherwise have flashed. In our subconscious way, we put the things on the scales and we decide which we want most."

Successful Advertising

In view of the leadership on every hand of concerns that advertise there is hardly any need to argue for successful advertising as one of the essentials of successful merchandising. Advertising is the greatest aid the salesman has. In some lines of business advertising completes sales that the salesman could not complete, or does the work more economically than a salesman could do it. When it does not complete sales, advertising informs the public, interests it, and partly, or entirely, develops the demand so as to make the work of the salesman easy. If every retailer could be sure that every prospective purchaser of his goods would enter his store and see the goods offered for sale, or even go down his street and inspect his windows, he might hope to do without newspaper advertising and similar forms, but, of course, he could not reasonably expect this.

Nor can the kitchen-cabinet manufacturer hope that all

the women able to purchase a cabinet will see one of his cabinets on exhibition or learn about it from a purchaser or a salesman. He must use advertising mediums to inform them. At the same time he must do such distributing of his goods and he must plan such sales work that he can get the full benefit of what he spends in advertising. Advertising multiplies the work of the salesman and enables the manufacturer or the merchant to talk to thousands where, without advertising, he would talk to hundreds. It is easy to lose fortunes quickly through injudicious advertising, but judicious advertising makes the field of many concerns almost limitless.

Advertising is of much more importance, however, to some lines than it is to others. Such staples as bread, sugar, coffee, etc., if of good quality, can be sold without advertising, though it will be freely admitted that the advertised bread or coffee is much easier to sell than the unadvertised brand.

When the goods are unkown to the consumer, though they may be of excellent quality, the salesman has the burden of making the favorable impression, of convincing the consumer that the goods are the equal of some well-known brand. This is sometimes an easy thing to do, but at other times it is difficult. Retailers concede that advertising creates sales and brings many orders that they would never get if no advertising were done for the goods, but they sometimes argue against advertising on the ground that it permits the manufacturers to get too much control of the retailers' trade. Some large retailers, especially, are inclined toward having their own lines of goods, or lines that bear their own label, as far as possible.

In a way, it is unfortunate that an aggressive advertising campaign usually makes it possible for manufacturers of competitive goods to follow in the wake of the advertised goods and get considerable patronage from retailers who incline toward the policy of handling the goods on which the largest profits can be made and which they can control more easily than goods that are well advertised by manufacturers. The successful retailer of good capital and a large following is in a better position to force his private brands than are others. Manufacturing problems are too much for most retailers. Well-known brands often give more prestige than a retailer's name.

Standardized Goods are Advertised Goods

In nearly every line some manufacturer so far excels the others that his goods are acknowledged as the standard which others try to equal. Nine times out of ten, yes, ninety-nine times out of a hundred, the standardized goods, the goods the others try to imitate, are well advertised, and the imitation is not advertised, or only sparingly so.

In the old days of the west, stray, unbranded calves were called "Mavericks," they were without pedigree, without identity, without known value, they were just "Mavericks."

To-day, unbranded, unadvertised merchandise is plentiful upon the market, because the manufacturer has not trade-marked his product. You know not whence it comes. Who is responsible for it, who sponsors its quality, and vouches for its worth? Nobody. It is a "Maverick" among merchandise.

An advertised, trade-marked article has the 100 per cent. backing of the man who made it. It is an established product. It is only such because it has passed the acid test of public use, or if it is new, the trade-mark is the manufacturer's pledge to stand behind the article and see it make good, or make good for it. But it is his, he wants you to know it, and he tells you with his trade-mark. He is so sure of its quality that he is willing to stand the full force of possible complaints. So I say to you, for safety and economy to-day, buy trade-marked goods of known value.

Purchasers of merchandise have no time, money or ability to waste in experimenting. In the factories and laboratories where advertised goods are perfected, specialists are employed to do the testing and experimenting, and after the finished goods are placed on the market with the maker's trade-mark, there is no necessity for mistakes in using the article.

The dealer who offers his goods to the public, sees to it that those goods are of standing quality, then he must determine the amount of profit he can sell his goods at and fixes his price accordingly, considering all necessary overhead costs in his expenses. He cannot allow his stock to be carried away promiscuously with no system, or his trade would not get a square deal and his business would go to smash in a short time. His goods represent his stock-in-trade.

Professional men must act on the same principle and secure an equivalent for that which he dispenses to his clients. Material that has been on the market for a good many years, has been made on honest principles, perfected, and never sold for reduced prices is worthy to be considered and preferred.

Unknown Brands not Wanted

A really pitiful thing in the market to-day is the unknown brand, nobody knows it, nobody wants it, though it may be perfectly worthy. Selling it is a thankless job, and using it may prove to be a disappointment with no redress.

Profits come from turnovers, not from leftovers, and advertising helps to increase the turnover. The manufacturer who advertises his product stakes his reputation on the quality of his goods, which is an insurance of merit. It is estimated that dealers' patrons change from 25 to 40 per cent. yearly, and stores handling advertised products do not have to re-educate this constantly changing clientele. Standard brands bring repeat sales and thus the quicker turnover enabled by standard brands gives a larger number of profits during the year. Advertisements are very much like soap after a blanket is washed, you don't see the soap, but you know it has done its work.

Three actors on the stage in a New York theatre were discussing what each had done to help win the war. One of them joined the army and had gone to France. The second had joined the navy and gone to sea. The third man said he was a producer. He had stayed home and produced food. The others acknowledged that his service was just as necessary as theirs and asked what kind of food he had produced. He said he fattened hogs. They asked him if he found it profitable. He said, "Well, I bought 10 hogs for $25 a piece, I fed them $250 worth of feed and sold them for $50 each." The soldier said "Why you didn't make any money on them, you just broke even." "Yes, I know," said the man who stayed at home, "but it was the patriotic thing to do, and then I had the use of the hogs all winter." Just the same with unstandardized, non-advertised merchandise, you buy it because it is cheap, you keep it on the shelves and when you have had the use of it for six months you have to stand up by the counter and persuade people to buy it cheap. After all this fun, what about the space it has taken up and the expense, either in rent or interest on your investment?

The manufacturer, in fixing a firm wholesale and retail price has studied the question from all angles and is pretty sure to put the retail price as low as possible and still allow a fair margin of profit to the dealer. Many firms insist on a contract in the order form binding the merchant to maintain a price, but others depend on the self interest of the merchant to market the article at the regular price, and after all, this is the right principle. You cannot so well force a man to do your will as you can influence him from a regard to his own interest, and by his sense of fairness to his customer and to his supplier. By fixing the price, the manufacturer protects the dealer from loss by a sudden decline in the market, while the stock in hand in case of a rise naturally returns a greater profit if the dealer wishes to take advantage of it. Unadvertised goods of a staple nature, commonly pass through more hands, such as commission men, brokers, importers, exporters, etc., then special and advertised articles. In times of scarcity, therefore, prices are unduly enhanced, and in a panic the market goes to pieces, making an element fo risk that the merchant cannot always discount. It is much easier to manufacture creditable goods than it is to build up a profitable market for them. To sell successfully goods must be meritorious, but the long list of manufacturers and dealers of meritorious goods who have failed to build up a highly successful business should convince anyone that the handling of a product after it is made plays the largest part in the success or failure of the product.

There comes a time in the life of every small boy when he walks into a grocery store and after making sure that there is a safe line for retreat asks the grocer if he keeps eggs, and when answered in the affirmative says "Why don't you sell them," and immediately departs as fast as his young legs will carry him.

Learn From the Small Boy

We very frequently think that there is, after all, a lesson in this youthful impertinence, a lesson certainly for the smaller town dealer. In the large city the tremendous commercial organization known as department stores make no distinct effort at individual salesmanship, because they carry, or are supposed to carry, everything and their advertising is merely matter of tabulating merchandise and quoting

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BOOSTS "SAVE THE SURFACE" CAMPAIGN

H. E. Mihell, Imperial Varnish and Color Co., Toronto, and executive member of the "Save The Surface" campaign committee tells how paint sales are developed for hardware and paint dealers.

LET me talk with you to-day on the "Save the Surface" Campaign and see if I can point out reasons why you should make more out of it and some suggestions as to how you can make more money out of it. For, after all, this campaign is yours to make money out of. As it stands to-day it is more yours than it has ever been before. The cashing in on it is largely up to you. If as a representative of the committee, I can feel that our representation here has been more than justified. However, before reaching the "cashing in" portion of this talk with you, I want to scan, very briefly, the aims and objects of the campaign and its history to the present day.

The "Save the Surface" Campaign has not been the result of a momentary inspiration, nor was it born in a day. Several years before it was put into operation a few far-sighted men in the trade realized that the paint and varnish trade had scarcely scratched its possibilities for sales. We have never at any time been anywhere near the condition of a "glutted market" of adequately painted property.

Two big factors were suffering from this attitude of the consumer and the seller of paints and varnishes towards painting. The property owner was suffering from lack of protection to his property. Even to-day a great many are suffering from the same reason. Paint manufacturers, paint distributors and retailers were and are, to-day, suffering a big loss from the profits they are not obtaining from the possibilities that lie at their very doors and which are not being taken advantage of.

Pays to "Save the Surface"

I want to illustrate in concrete form something of what these losses might be. Based on the census of 1911, it has been estimated that only a partial loss on Canadian property, *due to lack of paint* and proper upkeep, amounts to the total annual sum of $71,851,098.00. This figure is made up as follows: 2 per cent. depreciation on urban homes alone, or $28,000,000.00; 2 per cent. depreciation of farm property amounting to $17,849,944.00 and 10 per cent. on farm implements amounting to $26,001,154.00. You will note that this includes only three classes of property and does not include many others we might take into account.

You are all well aware that loss through lack of paint or varnish is inevitable and continuous, but that loss through fire is only probable or accindental.

Our average annual fire losses generally vary between twenty and thirty million, yet what are the people of Canada doing to protect themselves against both forms of loss? Taking the figures of 1917 as more nearly to normal than any others available, we find that the Canadian public spent $5.44 per capita for fire premiums as against approximately 75c per capita for paint and varnish protection. In other words, they spend about 14 per cent. for protection against inevitable loss compared with what they spend for probable or accidental loss.

This single condition of affairs alone points to the tremendous opportunity for better paint selling and the necessity of an advertising campaign to awaken the consuming public from their indifferent attitude towards painting.

Not Enough Paint Produced

Now as to what the paint trade has suffered. I knew that from the incident cited above and other facts which I have not the time to present to-day, that you should be distributing four times the amount of paint and varnish that you have ever done before, and that instead of Canada producing $19,506,653 worth of paint and varnish materials in 1919, we should have produced sixty to seventy millions, and you should have your proportionate share in that distribution.

There is this also to bear in mind, that if the public can be taught to realize the value of proper upkeep of property, not only will it effect bigger paint and varnish sales, but it will bring about bigger sales in many lines of hardware necessary for proper maintenance.

Another desire that underlay the forming of the campaign was to impress upon the public the fact that paints and varnishes were an economic necessity and not a decorative luxury.

A third factor had probably more to do with its immediate formulation and that was the excessive prosperity of war and post-war conditions and the possibility of a slump in industrial and general market conditions. This slump was looked upon as inevitable. The problem then was to commence advertising during the period of prosperity so as to ensure good business during the period of decline. In other words, we sought to insure our future. Many other minor considerations arose, but the above were the oustanding.

How were these problems to be solved? The answer was to create by disinterested, educational, co-operative advertising, a sentiment in the public mind in favor of painting as a protective and preservative means of conserving property.

The solution was the "Save the Surface and You Save all" campaign.

Selling the Public an Idea

In the execution of this campaign I want to point out clearly the duty of the Campaign Committee towards the paint and varnish trade as a whole. The committee, as a



H. E. MIHELL
Sales Manager Imperial Varnish & Color Co., Toronto.

committee, has absolutely nothing in the way of goods to sell. We are not interested in any particular line, whether ready-mixed paint, lead and oil, good paint or indifferent paint. We are endeavoring to advertise and sell an idea, a sentiment, or perhaps I can put it stronger by saying the creation of a conviction in the public mind that they should use paints and varnishes more adequately. If we can change the habits of the people of this Dominion of Canada in regard to the greater and better use of paints and varnishes for the protection of their property, our work will not have been in vain. It has not been in vain either in service rendered to the consuming public nor to the paint and varnish retailer, in creating bigger and better business.

When this conviction has become established, what is your duty and mine? My duty, as a salesman, of a manufacturer, is to go out and in every rightful manner endeavor to cash on it. Your duty, as a retail distributor, is to push home the idea to your consuming trade and cash in on it. Any good salesman will admit that conviction is 90 per cent.

of the battle in selling godds. After that, getting the name on the dotted line or getting the cash is an easy matter.

Undoubtedly this conviction has become established in the minds of a great many, but there is a vast majority to whom it has not come as it should, or if it has come, has not yet reached the stage of buying action which we want to see. It is here that the responsibility of the retail distributor rests, in carrying on the campaign in his own community and which I shall dwell on later.

A very brief history of the campaign will illustrate our position as it stands to-day, and serve to show why you, as retail distributors, should play a greater part in the development of the campaign in the future.

A Five Year's Campaign Planned

During the first year the subscribers and the committee in charge pioneered the launching of this campaign in sheer faith, but with a very definite idea of what they desired to accomplish. They realized that its development could only take place through time and make progress through phases or stages of growth. They, therefore, committed themselves to the conduct of the campaign for five years. The next phase was the development of the manufacturers' salesmen into apostles of its great idea, so that they could carry it to you. To-day we stand before you extending greater co-operation towards the retail trade and seeking greater co-operation from you. Already the campaign has carried sufficient conviction and displayed sufficient confidence to win your respect and support.

As I have said, the campaign belongs to you as much as anyone else. We want you to use it as freely as any subscriber on our list. In fact, we want you to become a subscriber in so far as it can affect your own local community and do so with the feeling that you have the backing of a big, strong, rational campaign behind you.

What has brought about this desire? The objects of the campaign and the arguments used have revealed, in an organized way, possibilities for the sale of paints and varnishes that were not dreamed of before its inauguration. The objective of the campaign has created a greater family feeling of common interest in the paint and varnish trade, but the family is incomplete without the retail distributor. He is needed in this family as he needs us in it. Perhaps if we add the word "family" to the sometimes overworked word "co-operation" we can add new zest to the furthering of our common interest.

Both the work and what has been accomplished already by the campaign has made the situation such that the retail distributor can more readily use it and make money out of it. We have likewise reached the stage where he must play a much more prominent part in its development, if he is to obtain his rightful share from it.

Opportunity for the "Go-getter"

I take it, gentlemen, that we are not here to-day to pass mere platitudes or, in common parlance, to kid ourselves or each other, for this reason, I shall be perfectly frank in saying that the "Save the Surface" Campaign will be of little use to the man who is a mere order taker or whose sole function is to ring up the cash register.

But, it can be a mighty useful instrument in the hands of the man who is properly functioning as a merchandiser of paints and varnishes and the other lines in his store. The "go-getter" type of retailer and the fellow who is wearing out shoe leather beyond his counter instead of shining his trouser seats behind it, can use this campaign and its arguments towards getting bigger paint and varnish business.

I don't think there is a town in Ontario but what the National "Save the Surface" Campaign has had its effect upon. Whether it is Vankleek Hill, Cochrane, Wiarton, Amherstburg, Fort Erie or Hamilton, more or less of their inhabitants have seen its advertisements and have had more or less conviction brought to them by its arguments.

But like all other articles advertised, there must be a source of immediate supply before that conviction can be realized in bringing action. We'll pick on Jones who might live in any town in Canada. He has become convinced, through the unique arguments of the "Save the Surface" Campaign, that he ought to paint his property. The retailer who has properly linked up his paint selling with the campaign stands a pretty good chance of getting Jones' business. On the other hand, if there is no local linking up, Jones' enthusiasm may die a natural death, and the business you might have obtained is lost.

Dealer Must Sell Mr. Brown

But there's another man by the name of Brown who has possibly seen the national advertisements but remained unconvinced because these were not linked up with local or immediate interest in his community. If he had seen his local man's name linked up with it the idea would have gotten across with him. There are hosts of Browns of this sort in every community, and it is with such men as these that your great responsibility as retail distributors rests. We want the weight that your name carries in your own community, added to the effect of the national campaign to bring such business to your store.

I need not emphasize the fact that post-war conditions have made selling a real salesman's job to-day. Merely inserting advertising in a national campaign is not going to sell goods or an idea. We have got to have the direct personal contact of the salesman, be he manufacturers' salesman, jobbers' salesman or retail clerk. We have got to back up our advertising with direct convincing word of mouth salesmanship. We have got to strengthen up our personal contact all down the line. The manufacturer and the jobber are limited in their opportunity for personal contact with the consuming public, but the retail distributor has unlimited scope for exercising it if he is performing his proper function as a retail distributor. I have called it a proper function, it is his rightful function which no manufacturer or jobber wishes to encroach upon if the retailer performs it properly. This applies to every form of goods, not alone paints and varnishes.

How is the retail distributor to function properly in connection with the "Save the Surface" idea? My answer embodies the practical means afforded by the committee and which I will briefly describe. Before doing so, however, I wish to point out that the retail distributor who links up closely with the campaign is bound to be, together with his clerks, saturated with the "Save the Surface" arguments, which can be made a tremendous selling force in his personal contact with his customers. In fact, it is essential that such should be the case. Realizing the important function you have to perform in this respect, the committee have formulated a series of four letters each one outlining very clearly how you can carry this out.

RE-SALE PRICES ON ADVERTISED LINES

(Continued from page 00)

prices. They exercise no influence upon public taste carrying chiefly these goods upon which there is an established demand or goods which they can buy in quantities at a very attractive figure.

The merchant in the small town, however, has upon his shoulders the responsibility of being a public educator. He is, or should be, an authority upon what people should buy, his stock should be representative of the ideal of merchandise in his community. In very few cases should he accept inferior merchandise, even if he sells it as such at a price, and in every instance should he advise his customers individually that the best economy is in the purchase of the best materials.

The public which he serves does not expect in a store of moderate acquisitions an exhibition of all kinds of merchandise. They rather expect the storekeeper to exert a power of selection to supply them with the things that they need at a price consistent and of a quality which he can personally recommend.

We have eminent respect for the dealer in the small communities. In ninety-nine cases out of a hundred he is a strong influence for the good; he is fair in his prices and fair in his dealings with others, and we know of few instances, when given a choice, where he has not chosen for his trade the best of two pieces of merchandise. It is comparatively rare when this man does not place quality, utility, satisfactory service to his customers above the immediate profit in a single sale.

There has been a tendency among a certain class of merchants to overlook the benefits of the fixed price arrangement and to use a well-known fixed price article as a leader in his bargain announcement. This practice is unfair to the manufacturer, tends to destroy the confidence of the public in the real value of the goods, and disturbs the trade generally without bringing to the price-cutter much advantage. I would like to see a resolution put through this meeting to bind the members first to consult the manufacturer of branded and well advertised goods before advertising a bargain price on those goods.

In concluding his paper, Mr. Haire offered a suggestion in regard to the sales tax. He thought that if the sales tax was added to the cost of the goods by the manufacturer and shown as such this would allow the retailer to collect the tax from the consumer and allow him a fair profit on his goods.

MANUFACTURERS MAKE FINE DISPLAYS

Nearly one hundred Canadian manufacturers exhibit their products while two dozen others could not obtain space—Larger hall needed.

THE exhibits of hardware products made at Hamilton showing of Canadian-made hardware goods ever seen during the 1922 convention was unquestionably the finest in the Dominion. Over one hundred exhibitors displayed their goods, and to those who from year to year have viewed these exhibits the improvement noted in the finish, the utility, the packing and the set-up of the various lines were most marked. If our Canadian hardware manufacturers continue improving their goods and enlarging their lines United States and British manufacturers will find it difficult to regain any of their lost trade in supplying the needs of Canadian people.

A brief summary of the goods shown and their utility and merits is listed below:

ACCESSORIES AND SPORTING GOODS

The Ace Chain, Ltd., Hamilton, made a showing and gave a demonstration of their non-skid tire chain. This "Ace" chain, which is guaranteed, is the result of eighteen years' scientific study and practical experiment. It is a chain made from selected case-hardened steel, which gives maximum traction, and prevents skidding on wet, muddy, icy or other bad roads. It has a patent lever fastener of a new design, which makes the "Ace" chain snug-fitting and easily adjusted.

The Coleman Lamp Co., Ltd., Toronto, exhibited and demonstrated their "Quick-Lite" lamps and lanterns and a new gasoline stove which they are putting on the market. During the night of the exhibition when the electric power failed the coleman lamp made the best of its opportunity and capably fulfilled all the requirements set for it. These lamps and lanterns are made in various styles---reading lamps, lantern for outdoor use, chandelier or wall bracket lamps. The claim is made for this lamp that it gives a 300-candlepower light, and is twenty times as bright as the old-fashioned oil lamp; that it makes and burns its own gas made from common motor gasoline; that it will light with an ordinary match; that a quart of gasoline will keep it alight 18 hours; that it will burn dry without harm that it can't explode even when turned over; and that to operate will cost less than three-quarters of a cent an hour. The Coleman Quick-fill tire pump, which is now well introduced to the hardware and accessories trades, was also a feature of the display.

Canada Cycle & Motor, Ltd., Weston, concentrated their display on automobile skates and bicycles, all the makes of this company being represented in the bicycle line. The C. C. M. triplex hanger was the thing most prominently featured. This hanger gives more speed, pep and power. The company prides itself in the fact that all its bicycles are 90 per cent. made-in-Canada and 100 per cent. perfect.

Canada Needle & Fishing Tackle Co., Ltd., Toronto, made an elaborate and interesting display of fishing tackle in sets, boxes, outfits and single articles. A big showing of fishing rods was among the exhibits, and a complete range of English-made trout rods, reels and flies. The booth was always the centre of a number of hardware dealers interested either as sportsmen or as merchants handling fishing tackle as a line in the hardware store.

The Premier Tire & Rubber Co., Ltd., Toronto, specially featured their patented "Epok" inner tube for auto tires. They also are handling accessories for automobiles, having the Canadian rights for the National auto lens; the Violet Ray lens, for appearance; the il-Nock automatic bearing adjuster; and the Given gasoline range for telling the quantity of gas in the tank.

Their own fabric line of tires, and their Grey Wing line, No. 1 and No. 2, were displayed. The company will shortly put on the market a line of cord tires.

Richards-Wilcox Canadian Co., Ltd., London, made a specialty of their "Slidetite" garage door sets. These "Slidetite" fixtures combine the advantages of swing and sliding doors without the disadvantages of either. They fit tight like a swing door, but do not bind, stick or warp. Instead of sticking out against wind, snow and ice, they fold inside and lie back against the wall out of the way. They come in various designs and sizes from three to six-door sets.

Other barn door hangers, garage door sets, tracks, etc., were also shown, as was an "air-way" set for sunrooms, hospitals, etc.

Canadian National Carbon Co., Ltd., Toronto, showed their Columbia batteries and dry cells and Eveready flashlights. In the Columbia line is the multiple battery for motor boats, hot shot battery for motor ignition, ignitor dry cell, and Columbia bell-ringer.

In the Eveready line was shown the new Eveready spotlight with a light range of 300 feet; unit cells for flashlight batteries, and flashlight cases in a numerous and varied profusion.

Tallman Brass & Metal, Ltd., Hamilton, made a big showing of their metal lines, including "Arctic" babbit, copper and dye castings. In addition they displayed a number of specialties. Among these latter were the Tallman, rotary and oscillating sprinklers for lawns and market gardens; Tallman pumps for automobile tires, and combination oil and grease guns.

In the Ray Lite fixtures the Tallman Co. have an electric light that is said to increase general effectiveness 25 per cent. The fixtures have been designed to meet the demand for a lighting unit that gives the essentials of good lighting—intensity, quality, economy and appearance. Its light is clear, steady and restful. Nitrogen gas-filled lamps are used, and the mechanical features are simple and practical.

The Gray Ball Bearing Co., Ltd., Toronto, making of automotive wrenches and accessories, showed samples of their goods, attractively set out on display boards. Among these were their socket wrenches, specially adapted for automobile work, made by a new process in a new design. Double-end straight wrench sets; demountable rim wrenches; brace and double offset socket wrenches were also shown.

SILVERWARE AND CUTLERY

The Oneida Community, Niagara Falls, featured their newer patterns in sets, giving especial prominence to two new periods, "Adam" and "Grosvenor." Other fine lines were the "Vernon," "Bridal Wreath" and "Primrose' sets. All the goods were shown in cases, one new case being shown for the first time contained a "Patrician" set. The chest was a combination, made of mahogany, with winged trays. The booth in its deep blue trimmings beautifully set off this display of Community plate.

AutoStrop Safety Razor Co., Ltd., Toronto, featured their new Model C Valet AutoStrop razor in a telescope arrangement which drew the attention of all passers-by. This new self-stropping razor is put on the market to sell at a dollar, and the outfit consists of a highly polished, nickel-plated razor, three Valet AutoStrop blades and a horsehide strop. These are packed in an attractive metal case, finished in black and velvet lined. The strop is packed in a separate carton.

Taylor Bros. Cutlery Co., Ltd., Hamilton, had a very nice display of cutlery, artistically arranged on wall panels, one of these panels showed a butcher knife in process of manufacture. All these knives are forged, tempered and ground in the Hamilton factory and made from Sheffield steel. Cocobola and beechwood handles are used on all knives. Household slicers, chef's knives and boning knives were among the prominent lines shown.

The Durham-Duplex Co. showed their safety razors in a booth decorated with their red advertising posters. These razors claim smooth-cutting qualities, are oil-tempered, and always safe. The Maple Leaf blades used in Durham-Duplex razors were demonstrated by those in charge of the exhibit.

ALUMINUM AND KITCHEN WARE

The Aluminium Ware Mfg. Co., Ltd., Oakville, made a decidedly neat display of their many and varied aluminium

wares. This Oakville ware is made from metal that is more than 99 per cent. pure. Each article is stamped and spun from a single sheet of metal, there being no cracks or seams in which dirt could lodge. Each article is made heavy enough for its intended use. The quality, finish and workmanship are of the best. Two of the latest additions to this line are a potato or vegetable cooker, polished, has strainer spout; the handle when in use locks the cover. The other article is a milk or oyster pail made in two sizes.

The Duro Aluminum, Ltd. Hamilton, made a complete showing of their durable line of aluminum ware, which lays claim to being 99 per cent. pure aluminum. Among the new articles shown was a tea-kettle with welded spout and handle of flat steel. An ebonized knob is on lid, and it has also an ebonized wood grip. The handle will stand erect if desired. The "Duchess" teapot was also an attractive article shown with its ebonized handle and welded spout.

Veribest Aluminum Ware was featured by D. G. Moody, Toronto. An especial attraction was an old English designed teapot with separate handles of glass, wood or steel. The representatives for "Veribest" claim for this line of aluminum ware all that the name implies.

McClary Mfg. Co., Ltd., London, made a varied exhibit of their hardware lines. A new combination "Tortoise" heater and cook stove was among these; an electric water heater was another; a Florence oil water heater, an electric stove, Florence oil stove and Success oven, were other specialties.

The new stove line was represented by a "Tecumseh" range, and McClary's porcelain-enamelled cooking utensils by a number of articles of Imperial ware.

The booth with its black, red and gold decorations was one of the attractions of the exhibition.

Thos. Davidson Mfg. Co., Ltd., Montreal, had several kitchen lines in their display. The "Frost River" all-steel refrigerator was one of these. A feature of this refrigerator is the fact that the drip-pipe is outside, and does not run through the food chamber, a "U" at the back taking care of it. Metal waste baskets, range boilers and sick-room and hospital enamelled outfits were other exhibits.

The "Marathon" enamelware line was the "new goods" feature. This is a brown-mottled colored line. The white and the blue enamelled lines were also in evidence, as also were gas ovens and cake, flour and cereal camsters in sets.

Richardson & Bureau, Montreal, exhibited the various lines for which they are Canadian agents—the "Fry" oven glassware; a new seal glass for oven use; a glass tea set with glass teapot, cups and saucers, guaranteed not to break in heat. Also shown was the Sabatier French cook knife line; St. Mary's hockey sticks and basball bats; Hercules cold solder and Mephisto auger bits.

The E. T. Wright Co., Ltd., Hamilton, had three booths to house their exhibit. In the first booth they displayed their "Wrico" kitchen wares and housecleaning lines—fry pans, pails, bird cages, watering cans, bake tins, garbage cans, bread, cake, flour and cereal boxes. A new feature on these latter is a hinged cover; the gold color also is new this year. The new lanterns were also featured. These have a carriage lock to make them secured on a vehicle, and projecting from the carriage show a red light. Much was made of the "Canuck" bread mixer.

Nickelled bathroom fittings and nickelled and brass taps from the "Well-Worth" line were set out in another booth. This nickel-plated line showed up very well. Included in the display also were nickelled hot water bottles and brass lawn sprays.

The Wentforth Mfg. Co., Hamilton, displayed "Well-Worth" aluminum ware line, covering the whole range of the company's goods from spoons to teapots and boilers. Some nickel-plated wares and brassware were as well shown in connection with the "WellWorth" goods.

The Newell Mfg. Co., Ltd., Prescott, made a splendid display of their bathroom fixtures, extension curtain rods, household fixtures, nickel goods and pole ends. Hacksaw frames are the latest addition to the company's manufactured lines, though nickel-plated goods are also quite recent. All the company's productions are made of steel and then nickelled.

ELECTRICAL GOODS AND SPECIALTIES

Equator Mfg. Co., Ltd., Hamilton, displayed electrical wares and appliances—toasters, a glue pot stove, radiators, automobile engine and carborator heater, a utility stove and an electric heater.

The National Electric Heating Co., Ltd., Toronto, made a somewhat elaborate display of electric stoves, heaters, grates and household appliances. The stove and range line runs from the small disc stove to hot plates; portable ovens; two, three and four plate stoves; and six plate-three oven ranges. Electric circulation water heaters are also included in this group, together with the open hearth and mantle type grates. Electric irons, toasters, percolators and heatrays are included in the smaller electric home appliances.

The Hoover Suction Sweeper Co., Hamilton, demonstrated a couple of their machines, with their heating-sweeping suction brushes, the use of which the company claims will prolong the carpet's life, straighten the nap and restore the coloring. The Hoover is easy to operate and lasts for years.

Canadian Westinghouse Co., Ltd., Hamilton, besides showing a variety of their electric lines like toasters, irons, Mazda lamps, etc., also showed some of their larger lines in the shape of electric stoves, heaters and ranges. Their "Cosy Glow Radiator" was one of these. Possibly their little "Spark-C" ignition tester attracted most attention. This little article, about the size and shape of a fountain pen, has a small window in its side which shows flashes of light, these flashes indicating the condition of the ignition system of a motor car. It seems a useful little article and should prove of utility to car owners.

Maxwells, Ltd., St. Mary's, exhibited and demonstrated their "Home" washing machines for hand, and water-power, and featured especially their "Minimax" and "Mono-Vac" electric washers. The "Minimax"—minimum work for maximum results—is an easy-operating, quiet-running machine of the dolly type. It has the newest dolly, the wing design. The "Mono-Vac"—the cup's the thing—has distinctive features. One large vacuum cup operates on all the clothes at once, pressing the air and suds through the clothes on the downward stroke, and lifting the water back through on the upward stroke, cleansing rapidly, and without wear or tear the finest of fabrics, as well as washing blankets and heavy pieces. Wringers are attached to both these electric washing machines.

Churns, lawn mowers, wheelbarrows, pumps and general utensils used about home and farm also were part of the Maxwell exhibit.

The "1900" Washer Co., Toronto, demonstrated their complete "1900" line of hand, water and electricity washing machines. Their Agitator electric washing, a machine simple in design and construction, was featured. The working parts of this machine are all enclosed, to protect the operator, and run in oil, giving long life to the machine. The "1900" is so constructed that when placed in front of stationary tubs the electric wringer may be swung around between the stationary tubs to help wring the clothes in the various washing processes.

The new "1900" electric metal washer agitates the water so that it makes a complete figure 8 in the process of washing the clothes. Besides this new electric machine the company also showed a new 44-inch electric ironer.

The Easy Washing Machine Co., Ltd., Toronto, demonstrated their "Easy" vacuum electric washer, which works on the "suction" principle. Two vacuum cups inside the tub move up and down in constantly changing positions at the rate of 60 times a minute. The air in the cups on the down stroke forces the soapy water through the mesh of the garments and the suction sucks the water back again on the up stroke. The capacity of the tub is ten sheets or fourteen pounds of dry clothes at one wash.

The tub is 24 inches in diameter, made of copper with inside tinned to prevent discoloring. A motor supplies the energy, and a gas heater maintains the water at any desired temperature. The frame is metal and the washer can be swung to any position.

Dowswell, Lees & Co., Ltd., Hamilton, extensively displayed their various washing machines and wringers. Two machines were specially featured, the "Playtime" dolly type wash for hand or engine drive, and the "Seafoam" improved electric washer. With the use of the latter machine the only hard work about wash day is hanging out the clothes. The machine is a sturdy, reliable washer and wringer of six-sheet capacity. The operating mechanism is simple and is protected. The washing principle is a wooden dolly which moves back and forth, forcing the hot suds through the clothes. The wringer will run in either direction.

A. R. Lundy, Toronto, demonstrated the "Liberty" electric power washer, with swinging wringer. The washtub is of oscillating type, made of Virginia white cedar. The operation is by Lundy engine, magneto equipment. The shipping weight of the power washer, crated, is 225 pounds.

Beatty Bros., Ltd., Fergus, exhibited various models of their house and well suction pumps; washing machines, wringers, step-ladders, and general woodenware. A new

fruit-picking ladder with three legs only, to make it more secure on uneven ground, was shown for the first time, as also was a painter's extension scaffold.

The feature of the display was a "White Cap" electric washing machine in operation. For this machine the company lays claim to it washing faster, washing better and costing less than most other similar machines. It washes a tubful of dirty clothes in ten minutes and does a whole washing in an hour. The reversing mechanism in the tub swirls gallons of hot water through the clothes 120 times every minute. The wringer makes 60 revolutions a minute. The "White Cap" has quick release, metal wringer, handy switch, covered gears, and tightener for belt. It is a Canadian invention, made in Canada from Canadian material by Canadian men.

The Coffield Washer Co., Hamilton, demonstrated their washing machine. The "Coffield" is as strong as "know-how" workmanship can make it. It is expertly built, with a balance so perfect that it runs silently and without vibration. The motor needs to be oiled but twice a year. It is a simple machine, easily understood, constructed entirely of metal, the frame being steel and the wash boiler copper. The cost of operation is small, the "Coffield" will clean and wring out two tubs full of dirty clothes—from 16 to 24 pounds—for from two to three cents.

The Slade Mfg. Co., Ltd., Owen Sound, displayed and demonstrated one of their "Klymax" electric vacuum washers, which lays claim to being the latest development in electric washing machines, as it washes, rinses, boils and wringer-dries without the use of a wringer. No handling of the clothes is necessary until ready to hang on the line. The "Klymax" works on the vacuum cup principle, three of these cups making up and down movements. It is an all-metal construction machine; simple to understand and operate; is safe to set in motion, all working parts being enclosed, and has a capacity of from six to eight sheets.

The Hurley Machine Co., Toronto, showed their "Thor" electric clothes washer, Walker electric dish washer, "Sweeper-Vac" electric sweeper, and a new electric ironer.

STOVES AND FURNACES

The Mack Furnace Co., Ltd., Chatham, Ont., exhibited one of their latest model pipeless furnaces. This is a new company with a new product, and the display was the first one made by the company. Among the salient features of this furnace are—the ash pit holds three inches of water; steam rising from this water aids combustion, the water also moistens the ashes, thereby eliminating all dust from the ashes. The lock joints on this furnace makes it gas, smoke and dustproof for life.

The fire-pot is deep and roomy, measuring from 18 to 31 inches, respectively, according to size. The feed section has a number of tumblers in its walls, which cause the smoke and gas to mix and pass laterally across the fire for further consumption, and besides give 60 per cent. additional radiating surface. The radiator is entirely of cast iron.

The Gurney Foundry Co. showed their latest designed gas and coal stoves, ranges and combinations. A "Scorcher" pipeless furnace also formed part of this display. The important features were the new all-enamelled gas stoves—white, grey and blue—and the newest wrinkle two-oven combination stoves (below for coal heat and above for gas).

A demonstration feature was the Gurney gas water heater, which may be installed on any water connections already in the home. It is specially suitable for summer use when hot water is wanted quickly and without lighting the furnace and heating up the whole house. This heater has all the latest fixtures and attachments to make it efficient and economic to use.

Findlay Bros. Co., Ltd., Carleton Place, makers of "Favorite" stoves and ranges, put on display two new pipeless furnaces and two new ranges. The new Findlay pipeless has improved triplex grate, large dust-tight ash-pit, heavy two-piece firepot and large combustion dome and radiator, in addition to its other better-known qualities. For the pipeless the claim is made—and the company has letters to back up its assertion—that it will free heating the house from work and dirt; will keep every corner of every room warm, and save one-third or more on fuel.

In ranges Findlay's "A" range was one of the chosen exhibits. It is an all-cast range built from the standpoint of a woman for convenience and comfort. Its service is guaranteed. It burns either coal or wood. The other range displayed was one of Findlay's new six-hole "Tortoise Cook," a combination cooking and Quebec heating stove. It has a large oven; drop door, with thermometer; burns either wood or coal, and was built in response to the demand for a larger combination than the four-hole "Tortoise."

The Happy Thought Foundry Co., Ltd., Brantford, displayed a number of their new and standard stoves and ranges. Among these was the large No. 209 steel range, a modernized "Happy Thought," with drop oven door, invisible smoke-pipe and nickel-plated trimmings. One of these 209 was shown with plain steel high closet, and another with decorated tile closet.

The "Happy Thought" cast-iron range was also shown in various sizes and designs, as also were a number of their other popular steel ranges—"Harvest Home," "Britannia," "Northern" and smaller stoves like the "Cosy Home," "Magic," "Star" and "Welcome."

A "Happy Thought" pipeless furnace also found part of this display.

The Pease Foundry Co., Ltd., Toronto, exhibited both a pipe and a pipeless furnace. The "Economy" line of furnaces are well-known and these two exhibits attracted much attention. The company is directing attention this year to their "Economy" wood-burning warm-air furnace, built in four sizes. It is of cast iron construction, has corrugated combustion chamber, large feed and ashpit doors, and all the other features of their up-to-date coal furnaces.

The Doherty Mfg. Co., Sarnia, exhibited four of their most prominent stoves and ranges—"Banquet," "Emblem," "Orion" and "Doherty." This latter has both main and top ovens; deep and roomy firebox duplex grates; the front is full-nickelled, and the sanitary base leaves the floor clear for sweeping.

Besides the stoves shown the Doherty Co. make the "Favorite" line—"Superb Favorite," "Family Favorite" and "Imperial Oak" heaters.

Monitor Stove Co., Toronto, exhibited a "CaloriC" ipeless furnace, which uses coal, wood, gas or oil. It has a double-ribbed firepot made of high quality pig iron, is an extra heavily built furnace, and is guaranteed for five years.

The Hamilton Stove & Heater Co., Ltd., makers of "Souvenir" stoves and ranges showed a couple of their latest combinations and a pipeless "New Idea" furnace. The "Souvenir Superheater" was also in evidence. This is a large-sized heater on the pipeless furnace style for city or country homes.

Gurney-Hamilton locks and builders' hardware was also feature in this display.

The Perfection Stove Co., Ltd., Sarnia, displayed and demonstrated their "New Perfection" oil cook stoves and ovens, and the various utensils that have been added as auxiliaries. The claims for the "Perfection" stoves are that they are clean, steady, speedy and hot. The auxiliary line is composed of a "New Perfection" kerosene water heater; Junior stoves; broiler, toaster.

In addition the company showed their new 'Sani-Can," which, as its name implies, is a sanitary garbage can for indoor use. The pail is removeable from a metal frame, a foot press lifts the lid; and in the lid is a disinfectant container which sprinkles a deodorant over the contents every time the cover is closed.

The D. Moore Co., Ltd., Hamilton, showed some of their latest model coal, gas and electric stoves and heaters. They featured especially their new electric range, the first model of this line being the one on display. The claims for this range are that it is reliable, is clean, is safe, is cool, is convenient, and is healthful. The oven is full-size with removeable runners, and the range has a warming oven as well. The oven has two burners and the cooking top three burners.

Besides the electric range the company showed their steel and cast ranges, particularly their "Othello" and 'British," as well as a Quebec heater, combination, with 16-inch oven, high closet, reservoir, etc.

BUILDERS' HARDWARE AND TOOLS

The James Smart Plant of the Canada Foundries & Forgings, Ltd., occupied a double booth to display their productions. The centre of the booth was occupied by the company's newest product, a large lawn mower, named the "Great Canadian." The back of the booth was made to represent a hardware store, with dummy drawers on which were attached sample tools made at the Brockville plant, such as pulleys, latches, hinges, sad irons, handles axes, hatchets, hammers, sledges, etc. One side wall had as decoration several panels of hammers set out in artistic manner, the opposite wall being taken up with a line of steel fry-pans, nickelled, which caught the eye of most visitors.

Rae Machine Tool Works, Ltd., Hamilton, showed machinists' and woodworkers' tools—planes, vises, bar clamps and hand-screws. Tom Wright is representing this line, as well as the National Hardware Co. of Orillia, the Canadian Tool Co. of Bridgeburg, and the Canadian Edge Tool Co. of Galt, the latter making carpenters' sleeks; framing, corner and primer chisels; draw knives, cold chisels and bench axes.

N. Slater & Co., Ltd., Hamilton, displayed to advantage their hinges, door hangers and other hardware lines. They specialized this year on their "Crosby" clip for fastening wire rope. These clips are made of drop-forged steel, galvanized, and will hold any wire that is made.

Norman Macdonald, Toronto, displayed samples from the various lines he handles—Carborundum and Alonite razor hones; Wiss shears; Kraeuter automobile and mechanics' pliers; and the products of the Forged Steel Products Co. of Newark.

E. C. Atkins & Co., Hamilton, had as a centrepiece two circular saws in motion and around the walls samples of their hand saws and edged tools. These were set out in attractive groupings. The goods on display were made up in the Hamilton plant, and the company pride themselves on the fact that these goods are equal to any made in America. Especial attention was drawn to their No. 70 and No. 51 hand saws.

All the Atkins saws are made of Atkins silver steel and the handles are of the old-style straight across shape and the new improved perfection pattern. These saws are made in a hundred patterns for practically all cutting purposes.

The Loudon Machinery Co. of Canada, Ltd., Guelph, featured their Louden adjustable bird-proof barn door hangers. These hangers permit the door to be adjusted both lateral and vertical, and double-bracket makes the track bird-proof.

Pulleys, hooks, ice tongs were other Louden lines displayed, besides the Louden special inside auto garage doors.

The Steel Co. of Canada, Ltd., had their booth represent a hardware store with the various goods they manufacture in packets on the shelves, and larger articles about the store. As these lines cover practically all the letters in the alphabet, it can readily seen that the exhibits were very extensive. There were bars, bolts, nails, bright wire goods, carriage forgings, escutcheon pins, fencing and gates, hooks, hinges, nuts, screws, shot, staples, tacks, washers, wire, taps, and many other items.

WOODENWARE AND TOYS

The Stratford Mfg. Co., Ltd., prominently displayed their woodenware lines, especially featuring their ladder lines, including steps, extension, fruit-picking and kitchen folding ladder chairs. Garden and lawn seats, camp chairs, folding chairs and tables were also shown, as were ironing and bake boards, clothes horses and driers, etc.

Particular attention was paid to the latest addition to the Stratford goods—the Sammie car—a new handcar for children. From the child's point of view the bright red, white and blue colors of the car attract attention instantly; it is easy to operate by the smallest child has plenty of action, and automatically becomes a coaster when the child stops pumping.

The toy car appeals to parents, as it provides sensible health-building exercise indoors and out, and the Sammie car from the dealers' standpoint, provides a new idea in toys; it is easily converted to any size for a child from two to eight year, and is nationally advertised.

Gendron Mfg. Co., Ltd., Toronto, in their booth made a splendid display of their extensive line of bathroom fixtures in artistic panel arrangement on the back wall of the booth. These fixtures are all nickel-plated, except the towel bars, some of which are clear glass and others opaque glass, as well as nickelled bars.

The wagon and velocipede line was shown in artillery cars, sleds, Blue-devil velocipedes, and the new "Beaver" coaster wagons with the ball-bearing wheels. These Beaver wagons are the latest in this department and are guaranteed.

The Canadian Buffalo Sled Co., Ltd., made an exhibit of their 1922-3 models of "Fleetwing" racer sleighs, children's sleds, baby sleighs, lawn swings, auto-wheel coaster wagons, with spoke and disc wheels, and other novelties for the hardware and toy trade. The new improvements to the auto-wheel coasters are that they have roller bearings, which are non-frictionable. The disc wheels also are new. Patents are pending on these. Bob-sleighs, steering sleds and Buffalo wagons were as well displayed.

Kasement Skrene Dore Co., Toronto, had half a dozen samples of their screen doors on display, one of them a new addition to the line this year. Instead of a screen to the bottom of the door it has a wood panel to meet the suggestion and needs of those who state that children sometimes kick holes in the lower section of the screen.

"Kasement" doors are made in four stock sizes and in two kinds of wire cloth.

The McFarlane Mfg. Co., Ltd., Toronto, manufacturers of ladders, washboards and kitchen woodenware—extension and folding clothes bars, curtain stretchers, clothes baskets, etc.—made a good display of all these lines. They especially featured their ladders, from their "Special" to "Heavy Duty" in steps to their various sized extension ladders. Hockey sticks, too, formed part of this exhibit.

WIRE GOODS AND ROOFING

The Frost Steel & Wire Co., Hamilton, showed samples of their Frost fences for every purpose, bright and galvanized wire, and particularly featured their non-climbable property protection fence.

Banwell Hoxie Wire Fence Co., Ltd., Hamilton, made their booth into miniature chicken-run to demonstrate more effectively their "Peerless" fences and gates. The chickens gave life to the display and always attracted beholders. Around the sides and back of the booth were set out samples of the products of the company—staples, farm and field fencing, stretching tools, barb and coiled wire, window guards, flower trellises, steel posts, etc.

The Canada Wire and Iron Goods Co., Hamilton, make a big range of wire rope lines for all purposes, wire cloth, and besides do general ornamental wire and iron work, many samples of their work in this regard being on exhibition. Among these were displayed double crimped wire cloth, perforated sheet metal, concrete reinforcements, gravel and stone screening, foundry supplies, bank and office railings, laboratory testing sieves, wrought iron guards and grills, metal clothes lockers, wire baskets, register faces, garden bordering, fireplace screens, trellises and arches for climbing plants.

The Brantford Roofing Co., Ltd., Brantford, made a splendid display of their varied roofing products. Specially noticeable were the sample Winthrop tapered asphalt slates, which combine the fire-resisting qualities of slate with a bond composed principally of asphalt. These shingles are elastic and can be bent around corners and curved surfaces of artistic roofs. These Winthrop shingles can be laid over old wood shingles.

Brantford asphalt slab slates (four-in-one) were also shown, as was the regular line of roll roofings in one, two and three-ply—Climax sheathing, Brantford asphalt, Brantford rubber, Sandon, Standard, Mohawk, Crystal and others, in red and green colorings.

Toronto Asphalt Roofing Mfg. Co., Ltd., Mount Dennis, one of the newest roofing companies manufacturing in Canada, showed a number of samples of their various lines. They are making a one, two and three-ply "Toronto" quality of smooth-finish roofing; a special line of rolled roofing in five thicknesses; a rock-faced roofing in red and green finish in rolls of 18 and 32 inches width also a line of individual slab slates, and a three-graded line sanded on both sides.

Bird & Son, Ltd., Hamilton, had a small model house displaying one of their roofings as a centrepiece around which was grouped their ready roofings, building papers, wall-board and patent shingles (Caandian and Neponset twins) and rubber roofing. Especially featured was the "Art-Craft Roof," a ready roofing which can be put over old shingles. It is surfaced in red or green, with a printed tile effect, to give an artistic finish to any building on which it is used. Art-Craft has been approved by the Underwriters' laboratories. Its advantages are—fire-safe, attractive, weather and waterproof, can't curl, wind won't blow off, easily applied, fadeless.

SCALES, PUMPS AND CORDAGE

International Business Machines Co., Ltd., Toronto, put on display a couple of their Dayton scales for hardware dealers. This scale gives a range of prices from 4 cents to 60 cents a pound, and a total adder cylinder up to 90 pounds. The capacity of the scale is up to 100 pounds.

The R. McDougall Co. of Galt made a big showing of their extensive pump lines, featuring their Galt electric house service pumps and their self-oiling "Bulldozer" for deep well purposes. This company makes pumps for all practical purposes.

Brantford Computing Scales, Ltd., showed one of their computing hardware scales for "hard ware." This computer

gives automatically the exact weight and value instantly the goods are placed on the scale.

The Consumers Cordage Co., Toronto, made an elaborate showing of their ropes and twines in fantastic settings. There was rope of all sizes and for all uses. Manila and sisal strands were bunched on the walls and sample clothes lines and hemp halyards and plowlines were set in pyramids at the front of the booth. "Lion" brand manila, tarred marline in hanks, square-braided packing, African hemp twine and "Blue Ribbon" twine were featured prominently.

PAINTS, BRUSHES AND GLASS

Stewart & Wood, Ltd., Toronto, made a large and attractive display of their many and varied lines, featuring particularly their "Champion" pure liquid white lead. This lead is ready for use, mixed with pure refined linseed oil and spirits of turpentine.

Also shown were the McArthur, Irwin paint and Dougall varnish lines, which are distributed by Stewart & Wood.

Meakins & Sons, Ltd., Hamilton, displayed their brushes attractively set out on panels fixed to the walls. There were hundreds of different brushes shown. The Meakins line of brushes is rubber set, and their trade mark, as their literature has it, is the symbol of true quality and dependability.

The company has a new display feature this year. It is a plaster model of a painter holding a brush in each hand. They also have a new counter display box for their brushes, each box holding a dozen brushes. In speaking of the display, one of the salesmen said the Meakins' brushes were the brushes that took the pain out of painting, which is a very good slogan.

Benjamin, Moore & Co., Ltd., Toronto, featured their "Muresco" for wall and ceiling decoration, besides showing samples of their other paint lines, especially their "Sani-Flat," a sanitary flat oil paint, ready-prepared, for all interior painting. The use of "Sani-Flat" produces an ideal soft velvet finish.

Lowe Brothers, Ltd., Toronto, decorated the walls of their booth with advertising matter and color charts, in which they prominently set out the cardinal points of their policy—service, confidence, fair dealing—and gave a list of their dealers' 1922 sales service and publicity pampaign.

"High Standard" paint and varnish samples were displayed. These products are well known to the hardware trade.

S. C. Johnson & Son, Brantford, made a very full showing of all their productions, starting with Johnson's prepared wax for floors and furniture in paste, liquid and powdered form. Johnson's enamel, Johnson's undercoat, wood dye, wood filler and wood finishes were also shown and demonstrated.

Johnson's carbon remover, car savers and car cleaner for automobiles are the good things for car owners, and Johnson's varnishes, valve grinding compound and "Hustle Patch" for rubber mending are among the newer lines of the company.

Sanderson, Pearcy & Co., Ltd., Toronto, made a splendid display of their Hillcrest paint lines, sample tins in various sizes, of all colors and tints being on show. The booth was decorated in yellow and black hangings to correspond with the colors of the "Hillcrest" labels. Hillcrest prepared paints are for exterior and interior work, and besides gloss paints the Hillcrest brand is made in flat white and floor paint. Hillcrest, too, has been used as a name on the company's varnish, oil stain, and other products.

The Boeckh Co., Ltd., Toronto, had their whole exhibit set out in trays, which were attached to the back and walls of the booth. Prominent in the display was their sterilized rubber-set shaving brushes. All the Boeckh brushes are rubber-set, and the bristles won't come out. As a dealer's help the company set up their goods ordered on display panels for use in the store. This is an aid that always helps sell more brushes.

A new article this year is an automobile spray-brush for washing cars. Water can be sprayed through the brush without the necessity of using a hose and a brush. New brass-etch display cards showing the Boeckh trade mark were interspersed with the goods on display.

The Alabastine Co., Paris, Ltd., besides showing various treatments made with Church's cold water "Alabastine," demonstrated particularly their new opaline process, by which it is possible through the use of a sponge to mottle or stipple the basic color on the wall with one or more tints and give a very pretty effect.

Alabastine is a sanitary wall coloring; is easily mixed and applied, and has good lasting qualities.

The Boulton Paint Co., Toronto, featured their perfected floor wax and their pure shellac. The Boulton floor wax is a product of eleven years' experience, and is specially adapted to hardwood floors, where a good appearance is desired.

The Glidden Co., Ltd., Toronto, in a booth decorated in green and white to match the colors of the labels on their cans, showed their various Glidden Endurance paints, Jap-a-lac, etc. A special feature was the display and demonstration of Ripolin enamel, the original Holland enamel paint, for which the Glidden Company are manufacturers and distributors in Canada. Ripolin is known the world over for its wonderful working and wearing qualities. Long in oil, long in service, and beautiful in effect, it is used on many of the most representative public and private building in both Europe and North America. Ripolin will not crack, craze, peel, flake or blister. To prove this a piece of tin was bent and twisted and hit with a hammer, but the enamel was not cracked.

The display was in charge of B. D. Blackwell and F. H. Uebbing.

The Ohio Varnish Co., Ltd., Hamilton, demonstrated their "Chi-Namel," a ready-to-use graining product. The "Chi-Namel" graining process is a practical method of applying hardwood grain effects over old, dirty or discolored softwood, or previously painted floors, doors, woodwork, furniture, etc. A graining tool and comb are the implements used with the "Chi-Namel" to give it the finished grain effect.

The George Cooke Co., Ltd., Toronto, featured their C. & B. floor wax in paste and liquid form, also in powder form for dancing floors.

Another line is their "Aluminet," for cleaning aluminum utensils, and white and orange shellac, painters' stains and varnishes.

Home Products Co., Hamilton, manufacturers of "Lustro" piano cream. "Nucedar" floor polish, "Water-tite" waterproofing for shoes, and "Abso-Safe" silver cream, showed and demonstrated thees articles. Besides the "Nu-Lusto" cream for pianos a "Nu-Lustro" auto renewer has been brought out. It is composed of an emulsion of oils which loosens and amalgamates with all grease, dirt and old coating, which are then easily removed, restoring and preserving the natural color.

Standard Paint & Varnish Co., Ltd., Windsor, specially gave prominence to their Windsor Solvent Stains. The use of these stains does not change the finish on old wood, but does change the color. Flintcoat stain and finish, and Flintcoat graining compound were also featured in this exhibit.

Canadian Libby-Owens Sheet Glass Co., Ltd., Hamilton, made a showing of their flat-drawn window glass made in their Hamilton plant which was highly praised by all hardware dealers present. A large block or cake of glass was a centrepiece of the display and samples of sheet glass were set about the booth. For this line of glass the claim is made that it is absolutely flat; gives a perfectly clear vision; is uniform in thickness; retains its natural finish, is perfectly annealed; it breaks on the cut; and is made in Canada.

PAINT MANUFACTURERS' OFFICERS

At the annual meeting of the Canadian Paint, Oil and Varnish Association, held at Montreal in February, officers were elected for 1922 as follows:

President, George Henderson, Brandram, Henderson, Limited; vice-presidents, Walter B. Ramsay (A. Ramsay & Son Company), L. C. Stephens (G. F. Stephens & Co., Ltd., Winnipeg), T. F. Monnypenny (Imperial Varnish and Color Co., Ltd., Toronto).

"Save the Surface" Committee: R. C. Mission, Sherwin-Williams Co., Ltd., Montreal; H. E. Mihell, Imperial Varnish and Color Co., Ltd., Toronto; John Irwin, McArthur-Irwin, Ltd., Montreal; George Henderson, Brandram-Henderson, Ltd., Montreal; Royal Cluxton, Canada Paint Co., Ltd., Montreal; L. C. Stephens, G. F. Stephens & Co., Ltd., Winnipeg; and J. C. Pendray, British Columbia Paint Mfg. Co., Victoria, B.C.

TORONTO RETAILERS TO MEET

Hardware and paint dealers in Toronto are invited to attend a meeting of the Toronto Retail Hardware and Paint Club on Tuesday, March 14, at 6.30 p.m., in the Board of Trade rooms on the 20th floor of the Royal Bank Building, King and Yonge streets. A dollar dinner will be served and business will follow. The work of the organization meeting in January will be discussed and organization completed at this meeting.

Some interesting addresses and other features are planned and representatives of the Paint and Oil Club, who will be guests, are expected to make some practical suggestions for increasing spring trade. Every live retailer should attend.

Prepare For Spring Trade In Tires

Some Practical Suggestions For Hardware Dealers Who Cater To Trade Of Motorists.

The majority of hardware merchants throughout the country carry more or less complete lines of automobile accessories. They have been tried and have not been found wanting. They constitute a highly profitable line and they make for a rapid turnover as well. The days of experimentation in auto accessories have passed and they are now included as staples. Motorists are to be found in every section of the country and they are always in need of something for their cars. Tires are absolutely essential to the car, and unless they are reliable the pleasure of touring is reduced to a decided extent. Why not carry them?

The hardware merchant is an ideal channel for the distribution of tires. He is usually one of the central, established figures of the community, and the fact that he handles an article is usually sufficient guarantee as to its worth and reliability.

One often hears the argument raised as to whether or not a merchant should confine himself to a single line of tires. Opinions differ as to this and practically every man has a different answer. Many have found, however, that they obtained excellent results by carrying two lines, one a high-priced line and the other somewhat lower in price. It is a peculiar fact, but some motorists have a pet aversion to a certain tire and cannot be induced to purchase it, hence the value of two lines. Care should be used in stocking and the hardware merchant should regulate the sizes carried according to the demands of the community. It would be worse than foolish for a store located in a district in which Fords were the principal means of conveyance to stock up on giant truck pneumatics.

In a medium sized community it is an easy matter for the hardware merchant to know every car in the locality. In larger towns he can regulate his purchases by getting in touch with the registration authorities and compiling an up-to-date index as to the cars and their tire requirements.

While on the subject of stocking it would be well to say a word regarding the keeping of stock records. Too often a motorist drops into a store in search of a tire only to be told that the size he desires is out of stock. Right there he decides to go elsewhere where he can be accommodated. It is an easy matter to keep an accurate record of the condition of the tire stock so that the merchant need never have to say, "We haven't it in stock."

Keep Record of Stock

One of the simplest methods we know of and one used to considerable extent is to make out a card for every size of tire in stock, ruled with parallel lines and also ruled vertically. In the upper left-hand corner is found the size of tire, and in the upper right-hand corner is the minimum number of this size to be carried in stock. The column at the left contains the name of the tire. Next comes a column headed "Cost" in which is shown the cost of the individual tire of that brand. The next records dates. The next column contains the entries of tires ordered and is followed by those received. The two last columns are given over to the number of tires sold and the number in stock.

Let us suppose that the size of the tire in question is a 30 x 3½ clincher type. And also let us imagine that the minimum number of this size to be carried in stock is twenty. An inventory of stock is taken and it is found that there are twenty-five tires of this size in stock. Accordingly, on Jan. 10 an order for twenty-five tires of this size is sent to the "Bank Tire & Rubber Co." The date on which the order is sent is recorded in the third column and the number ordered, in this case twenty-five, is put in the next column. The name of the tire ordered is inserted in the first column and the price of the individual tire is placed in the second.

The order is received on Jan. 25, and accordingly the date is entered in the third column and the number of tires received in the fifth column. This brings the total number in stock up to fifty and accordingly it is entered in the column headed "Stock," which is the last to the right. On Feb. 2 five tires are sold. The date is entered and the number sold is put down in next to the last column. This leaves forty-five remaining in stock, and so that number is put down in the last column. On Feb. 6 fifteen tires are sold and the entries are accordingly made. This brings the number in stock down to thirty, and if the merchant thinks he is nearing the danger line he reorders.

The value of this system is that the merchant can check up his stock, number of tires sold and money received at a glance. He can ascertain the condition of his stock by looking at the lowest figure in the last column to the right. He can check up the number of tires sold by adding up the figures in the "Sold" column. He can total his receipts by multiplying the figures in the sold column by the price of the individual tire. If more than one brand is carried and has been sold, the card will also show this.

Go Out After Business

The man who waits for the business to come to him may make money in the long run, but he will make it much quicker if he will only go out after it.

The man handling tires will find it worth his while to go and get it. The tire dealers do it, so why not the hardware merchants? The wide-awake merchant can note the condition of the tires on the cars that stop at his door, and call the attention of their owners to the fact tha they need tires and that he carries them. If they do not stop he can get the car numbers and drop them a postal card or a circular letter to that effect. He can get a salesman who knows tires to offer practical advice in regard to alignment, proper care, etc. Above all things, advertise and advertise consistently. Once you have the tires in your store do not put them away in a dark corner. Keep them out where they will be seen and take particular pains to see that they are seen. Keep your tires racked and if you want them to catch the eye, paint the racks a brilliant orange or scarlet. They will be seen, no doubt of it. A good idea in racking tires is to put your new stock behind the old and keep pushing the tires forward as they are sold. In this way you will find that none of them will remain in stock for too long a period.

And last of all comes display. You'll never know what you can do in the way of displaying tires until you have tried it. Ifr you are at all handy with the brush, make up some screens of beaver board, stencil them with ornamental designs, and use them for backgrounds. You will be surprised at the effect produced.

Tires were not purchased heavily in 1921 and cars cannot be run on bare rims. This being the case, tires will be purchased during 1922. Other hardware merchants will sell them and will profit thereby. How about yourself?

CANADIAN MINERAL PRODUCTION

The Dominion Bureau of Statistics has published a preliminary report on the mineral production of Canada, which shows that the economic minerals produced during the calendar year 1921 reached a total value of $172,327,580, as compared with $237,422,857 for the preceding year.

The ten principal products of the mineral industries of Canada in 1921, arranged in order of value, were: Coal, $74,273,000; gold, $21,327,000; silver, $9,185,000; copper, $7,459,000; nickel $6,752,000, natural gas, $4,902,000; asbestos, $4,807,000; lead, $3,855,000; zinc, $2,758,000 and gypsum, $1,726,000.

The report contains forty-three pages of reading matter and tables, giving in detail the statistics relating to the production of Canadian minerals during 1921. Copies may be had on application.

PAINT PUBLIC BUILDINGS

The Buffalo Evening News states: "As a method to relieve unemployment, Mayor Schwab has suggested that many of the fire and police stations need painting or renovating. It is understood that he proposes to ask an appropriation, at an early date, for $100,000 to provide work for those out of jobs.

"The Mayor has conferred with some of the councilmen on the subject. He believes that, if money is appropriated it should be used to provide work rather than to give charity to the unemployed."

Why not suggest this to the Mayor of your city?

Trade News From Coast To Coast

A Monthly Summary of News Among Dealers, Jobbers, Manufacturers and Allied Interests

ALBERTA

Amisk—Jas. W. Street opening hardware store.

Coaldale—J. B. Schimek starting a garage.

Edmonton—Percy J. Woods has opened a hardware store.

Edmonton—David Oscarson opening garage.

Lamont—Thomas Dallas, hardware merchant, dead.

Penhold—Stewart Bros. fire loss.

BRITISH COLUMBIA

Chilliwack—Watson & Thomas Hardware Co. has been succeeded by the Munro Hardware Co..

Cumberland—Hargraves & Smith selling to K. Nakanishi.

Vancouver—Marshall Wells Company, Winnipeg and Edmonton, reported to be buying out Wood, Vallance & Leggett, wholesale hardware merchants.

Vancouver—R. A. Ogilvie, 713 Dominion Building, is now British Columbia representative of the E. T. Wright Co., Hamilton, Ont.

Victoria—Milner Toy Manufacturing Company has been incorporated with a capital of $5,000.

MANITOBA

Winnipeg—C. C. Craig Co. have been appointed western representatives of the Pike Manufacturing Co., Pike, New Hampshire.

Winnipeg—Porcupine Mfg. Co. has been incorporated with a capital of $15,000 to deal in auto accessories.

Winnipeg — Canadian Specialty Mfg. Co. have opened a manufacturers' agent's business in auto accessories at 304 McIntyre Block.

Winnipeg—Peoples Paint & Wallpaper Co. was incorporated recently.

MARITIME PROVINCES

St. John—Campbell & Fowler, Ltd., manufacturers of Campbell edge tools and axes, are now represented in the western provinces by F. G. Maxwell & Co. Ontario and Quebec representatives are T. Mortimer & Co., Toronto.

QUEBEC

Montreal—Richardson & Bureau are now situated at 52 Craig St. W., fire having destroyed the building where they were formerly located.

Montreal—N. Petersen has resigned as manager of the Gillette Safety Razor Co. of Canada, Montreal, and T. P. Flanagan has been appointed to succeed Mr. Petersen, who had been for 15 years associated with Mr. A. A. Bittues in the production and management of the Canadian end of the Gillette Razor Company's business.

Montreal—Lacroix & Leger, wholesale and retail hardware, recently suffered fire loss.

Montreal—A. St. German has registered his hardware business.

Montreal—National Stove Manufacturing Co. recently suffered a fire loss.

St. Lambert—A. W. Gaylat & Co., hardware dealers, have been registered.

Terrebonne—J. B. Gauthier succeeds Josephat Allaire.

ONTARIO

Atwood—George Douglass succeeds Mrs. S. E. Stockford.

Bothwell—Dent Bros. hav discontinued their grocery business and are devoting their energies to hardware and auto accessories.

Burlington—W. W. Main succeeds Colton & Lorimer, hardware.

Fort William—W. S. Piper, slight fire loss.

Hamilton — Thompson Hardware opening store at 695 Barton St. E.

Kingston — The Monarch Battery Co., Ltd., has been incorporated with a capital of $40,000 to make and sell batteries.

Newmarket—N. F. Bennett opening a hardware store.

Ottawa—The Beauty Brush Co. incorporated at $50,000.

Ottawa—Plaunt Hardware Co., fire loss.

Sarnia—Prendergast Fence Co., Ltd., incorporated, capital $100,000, to manufacture fences and fencing materials.

Sudbury—C. J. Brown and H. C. Brown of Montreal have succeeded Horne Bros., Sudbury.

Toronto—Geo. Garrett, 1244 Gerrard St. E., discontinued business.

Toronto—McClary Mfg. Co., London, have purchased the Republic Stamping & Enameling Co.

Toronto—Fletcher-Reid Brush Co., Ltd., have been incorporated at $60,000 to manufacture brushes, brooms, etc.

Toronto—Flint Varnish & Color Works of Canada has been registreed at Toronto.

Toronto—Craig Damper Regulator Co. of Canada, incorporated to manufacture metal products, etc.

Toronto—International Accessorics, Ltd., incorporated at $100,000 to manufacture and sell auto accessories.

Toronto—General Hardware, Toronto, has been registered.

Toronto—Wiggley Toys of Canada has been registered.

Woodstock—Alex. Gardner & Co. have sold their hardware business to Lindsay Howell.

SASKATCHEWAN

Dummer—Patterson & Park suffered fire loss.

Moose Jaw—Latham's Hardware, Ltd., has been incorporated with a capital of $200,000.

Trail — Wagstaff Hardware succeeds Wagstaff and Vestrup.

Nakusp—Vestrop Hardware succeeds Wagstaff and Vestrup.

IRONMONGER DIARY

The Ironmonger, London, England, has supplied its readers with a magnificent flexible covered diary for 1922, containing a mass of interesting data, including a trade marks index, buyers' guide, trade lists, director of trade associations, etc. together with a large diary for daily use. This is the 54th year of publication.

NEW HAMILTON MANUFACTURER

A. C. Jones Co., Ltd., 386 King William St., Hamilton, have begun the manufacture of door hangers, tracks and small lines of hardware. Mr. Jones has had a wide connection with the hardware trade, being for a number of years with the Aikenhead Hardware Co., Toronto, and more recently sales manager for N. Slater, Ltd., Hamilton. Associated with Mr. Jones are Mr. F. S. Rosser and Mr. John W. Anderson, also formerly connected with N. Slater, Ltd., as sales representative and factory superintendent.

"IMPERIAL" DEALERS ENTERTAINED

A number of retail hardware and paint dealers of Toronto and vicinity were entertained at dinner at the Carls-Rite Hotel on Wednesday evening, Feb. 22, by the executive and sales staff of the Imperial Varnish & Color Co., Limited.

T. F. Monypenny, vice-president and sales manager, occupied the chair and took occasion to discuss with those present the prospects for making 1922 a greater paint and varnish year.

Problems involving the selling of the company's products were discussed and many questions bearing on the technical selling of Floglaze and other paint and varnish products were answered by members of the factory and selling staff.

NEW PERFECTION SPRAYERS

The New Perfection Sprayer Co., Galt, Ontario, are introducing two new lines which should have a large sale through the hardware and paint trades. One of these new lines is a small, compressed air, two-gallon sprayer which can be carried around a garden like a small sprinkling can. It is fitted with an automatic control operated by the finger, and the compressed air contained in the tank gives a powerful spray from a brass nozzle, which can be directed upon flowers or other vegetation as readily as water can be sprayed from a sprinkling can. The other new line is a small two-gallon Floor Oil Sprayer, similar in size and operation, but using oil which vaporizes making it possible to spray a floor very quickly and get into the most inaccessible corners very readily. Particulars of these two sprayers will be supplied by the manufacturer on request.

REGISTERS TRADE MARK

The Banwell Hoxie Wire Fence Co., Limited, fo Hamilton, Ontario, and Winnipeg, Manitoba, have registered their trade mark "Peerless" for their farm, poultry and lawn fences, gates and fence accessories. The registered trade mark is similar to that which has been used in their advertising for some time. It shows the characteristic lock in a circle together with the words "Peerless, the all-round fence."

IN PLACING FIRE INSURANCE

for the coming year bear in mind the strength, loss paying record and saving of the company you choose.

One glance at the following statement will prove our strength as unquestionable. Fire companies have just past through probably one of the hardest years of the business, yet our companies were able to make quite an increase in surplus—which, after all is the real strength of a company.

AS TO LOSSES—well the fact that we have never had a lawsuit over the adjustuent of an honest loss speaks for itself. Losses are paid immediately upon receipt of proofs of loss from the adjuster and NO DISCOUNT.
SAVINGS?—Our hardware companies are now on their 15th year of providing hardwaremen with fire insurance at exactly one half the cost of board companies.
THINK OF IT!

Statement of Assets and Liabilities backing the policy we issue.

ASSETS		
Cash and investments	$4,038,357.52	
Interest accrued	79,827.89	
Premiums in course of collection	400,730.32	
Other assets	139,125.63	
Total cash assets		$4,658,041.36
LIABILITIES		
Reserve for reinsurance	$2,251,088.30	
Reserve for taxes	62,000.00	
Reserve for losses	227,481.61	
Unpaid Accounts	6,689.37	
Other Liabilities	103,697.83	
Total liabilities	$2,650,957.11	
Net cash surplus	2,007,084.25	
Cash Assets		$4,658,041.36
Increase in surplus since Jan. 1, 1921	$ 155,312.58	
Total insurance in force	327,669,079.00	

Can you afford to disregard the opportunity offered-- YOU

--THE--

Canadian Hardware & Implement Underwriters

C. L. Clark, Manager

WINNIPEG MANITOBA

Endorsed by, {ONTARIO RETAIL HARDWARE ASSOCIATION / MANITOBA RETAIL MERCHANTS' ASTOCIATION

Provincial managers will give personal attention to inquiries in the following provinces—Alberta, Saskatchewan, Manitoba, Ontario, Quebec.

HARDWARE MARKET SITUATION

Quotations continue to be lowered on many hardware lines. This acts as somewhat of a damper to the placing of big orders. Trading, however, is improving, and quite a lot of goods are moving.

Business seems to have rounded the corner, and though the climb may seem hard we are improving as time goes on. Manufacturers in the smaller centres are busier now than three months ago, and there is greater confidence, in the opinion of men who closely scrutinize the trend of trade.

Linseed oil and glass are two commodities that have increased in price during the month; practically all other lines handled by hardware dealers, and showing changes, have declined.

This month of March should see a larger shipment of spring goods going out on earlier bookings. This will doubtless denude some jobbers' warehouses for a time. From now until June hardware manufacturers and jobbers should see a great deal more life to trade.

The Month's Price Changes

Horseshoes—Reduced 85 cents a keg.

Binder Twine—New 1922 prices issued. About 35 per cent. lower than last season.

Glass—Advanced 50 cents a case on Star and 75 cents on double diamond.

Fuel Oil—Two reductions in month. Now at 10 cents a gallon, barrel lots.

Linseed Oil—Several increases. Now at $1.15 and $1.18 for raw and boiled respectively in single barrel lots.

Turpentine—Now at $1.35 a gallon for single barrels.

Enterprise Meat Choppers—Reduced, following lower prices on other Enterprise lines.

Copper and Brass Wire—Reduced about 2 per cent.

Brass Rods—Down a cent a pound to 20 cents.

Bar Iron—Decline on all iron and steel. Bar iron, base price now, $2.75.

Miscellaneous Wire Nails—Increased discount. Now 72½ instead of 70 per cent.

Butts (Wrought Steel)—Reductions on some sizes. No. 838 now 10 per cent. off; No. 804, 17½ off; No. 802, net.

Tie-out Chains—Revised prices. No. 1, 30 feet, now $8.40 a dozen.

Halter Chains—Revised. 4½ feet by 1-0, $4.70 a dozen.

Waste Cloths—Decline on all grades. White cotton runs from 14 to 18 cents a pound; cream polishing is at 18 cents; and colored, about 13 cents.

Galvanized Wire Clothes Lines—Reduced prices now obtainable.

Asbestos Sheathing—Down to $8.50 per hundred pounds.

Range Boilers—New list issued. Practically at old prices.

Galvanized Sheets—Declined 25 cents per hundredweight.

Gem Food Choppers—Down 25 per cent. below January quotations.

Pipe (lead)—Per pound, 12½ cents; wastes, less than 8 inch list, 13½ cents; over 8 inch, 14½ cents. Discount, 10 per cent. Traps and bends, 10 per cent. off.

Solder—Wire, 32½ cents a pound; strictly, 22½ cents; commercial, 21 cents; guaranteed, 24 cents; wiping, 21 cents.

Gas Stoves—A decline of over 5 per cent. is noted on these goods.

Shoefinders' Tacks—New revised list showing reduction on steel wire shoe rivets.

Copper Tea and Coffees—Now at net list. An advance of 10 per cent.

Sash Cord—Declined six cents a lb.

Auto Tubes and Casings—Declined 10 per cent.

Axes—Reduced quotations averaging 25 per cent. below January prices.

Wood Screws—Declined, by increasing discounts 2½ per cent.

Stillson Wrenches—New discount at 55 off list lowers prices about 2½ per cent.

Hatchets—Lower quotations.

Bench Axes — Discount increased from 45 to 60 per cent. off list.

Handled Brush Hooks—Lower prices. Light are at $14.40 a dozen, and medium at $15.60.

Plumbers' Oakum—Declined half a cent a pound to $6.50 per cwt.

Gilmore Augers—Lower quotations. Now at 22½ off.

Sledge Hammers—Lower by about $2 a dozen.

Sandpaper and Emery Cloth—Declined about five per cent.

Compression Goods—Reduced 5 per cent.

Leather Soles — Reduced prices amounting to 15 per cent. on leather top soles.

OLD TRAVELLER DEAD

Coleman Miller, who for over forty-eight years was connected with Samuel & Benjamin, Limited (formerly M. & L. Samuel, Benjamin & Co.), died at his residence, 540 Huron St., Toronto, on Feb. 14. For forty years Mr. Miller had been a travelling salesman and a familiar figure in the chief cities and towns of Ontario. He was born in Toronto, and was an ex-member of the Queen's Own Rifles. He was distinctly one of the old guard of travelling men, and had hosts of friends throughout the province.

A. W. Poole, managing director, of Stewart & Wood, Toronto, has returned to business after an operation for appendicitis.

GASOLENE-KEROSENE TORCH

Turner Brass Works, Sycamore, Ill., offers the trade the Turner Gasoline-Kerosene Torch with hot blast, double jet, that burns either gasoline or kerosene without adjustment changes. By means of a baffle in the burner tube, filled with asbestos, on which the flame is constantly applied, the present fuel is generated. A slot on the top of the burner tube forces the flame onto the baffle so that the fuel is generated into hot dry gas. The double jet feature makes the heat supplied more intense than a single jet flame. An improved air pump is used on this torch.

SUN WATCH FITS VEST POCKET

Boy Scouts and other young nature lovers will be interested in the new Ansonia Sun Watch offered the trade by the Ansonia Clock Co., 99 John Street, New York City. This timepiece consists chiefly of a compass and a sun dial.

The compass, and sun dial, with latitude, longitude and variation tables are combined in a satin finished brass case which can be carried in the pocket the same as an ordinary watch. The watch may be used in any part of the country. The tables and charts tell how to gage the correct time by the sun's reflection, giving the correct basis of figuring the right time.

A little booklet telling in a fairly romantic strain the history of time keeping, along with directions for use of the sun watch, is enclosed with each one of these novel devices.

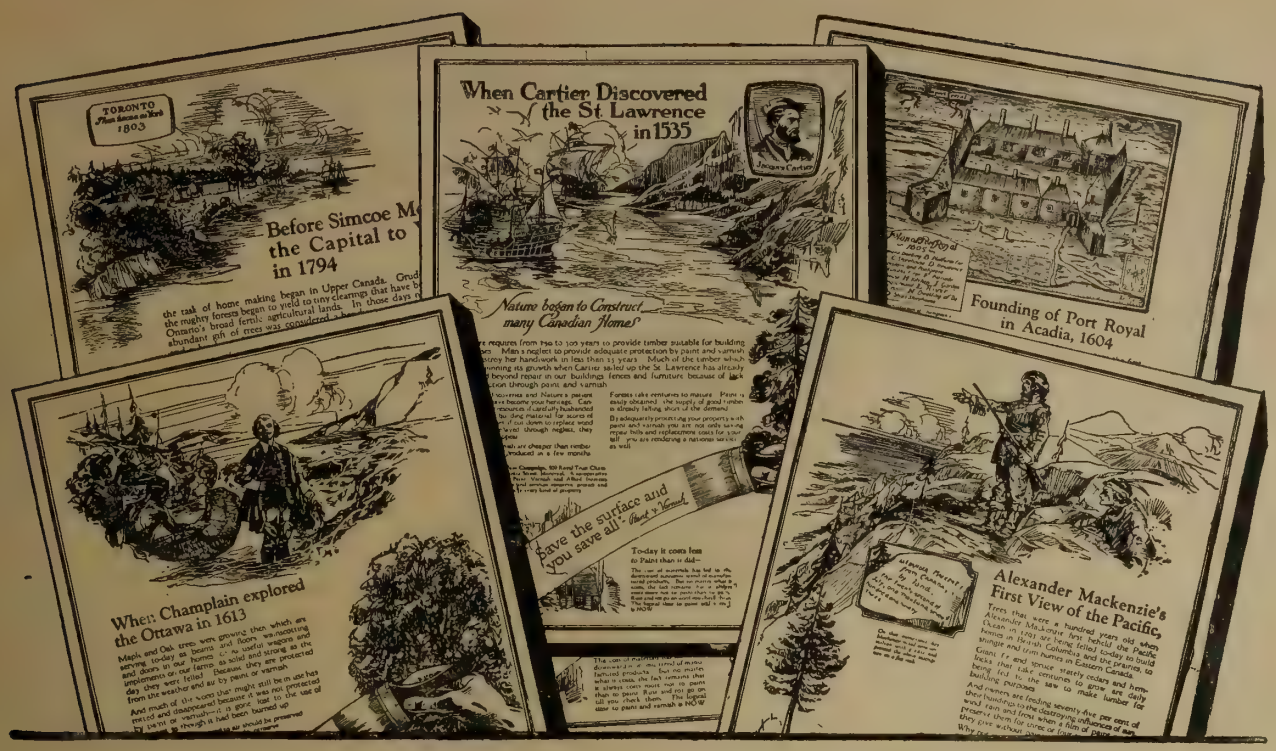
NEW TOY SWEEPER

The Bissell Carpet Sweeper Co., Niagara Falls, Ont., offers the trade a new addition to its line of toy-size carpet sweepers. It is known as the Little Jewel and will actually sweep up like a genuine full size Bissell sweeper.

It measures about 9 in. in length, is 5¾ in. wide and 2⅜ in. high, finished in a high gloss varnish dark mahogany with a dainty gold border and lettering. It weighs about 17 ounces. The handle is nicely furnished. The sweeper box has a braid band, a genuine bristle brush and a regular dust pan with a dump lever. The case is of sturdy fibre board on top with wood ends and sides.

FACTS ABOUT CANADA

Few people realize that 26,445 Canadian ex-service men have been established on the land and are nearly all making good; that Canada's water-power development represents an investment of $475,000,000, while the power produced would otherwise require 18,000,000 tons of coal yearly; or that nearly 88 per cent. of the world's supply of asbestos comes from the Province of Quebec. The Natural Resources Intelligence Branch of the Department of the Interior has just issued a revised edition of "Compact Facts," which contains in concise form, information regarding Canada; its area, population, trade and industries; their extent, capital invested, wages paid, values of live stock, principal crops and amounts produced; mineral resources and present production; also forest resources and forest products. Copies of the booklet are available on application to the Superintendent, Natural Resources Intelligence Branch, Department of the Interior, Ottawa.



The above are reproductions of a few of the advertisements which will appear in leading publications all over Canada this Spring

We're Off— and nothing can stop us!

With the entire Paint and Varnish Industry lined up solidly behind the campaign to make 1922 the Greatest Paint and Varnish Year, nothing can stop us. The public needs the paint and needs the varnish—and needs them badly.

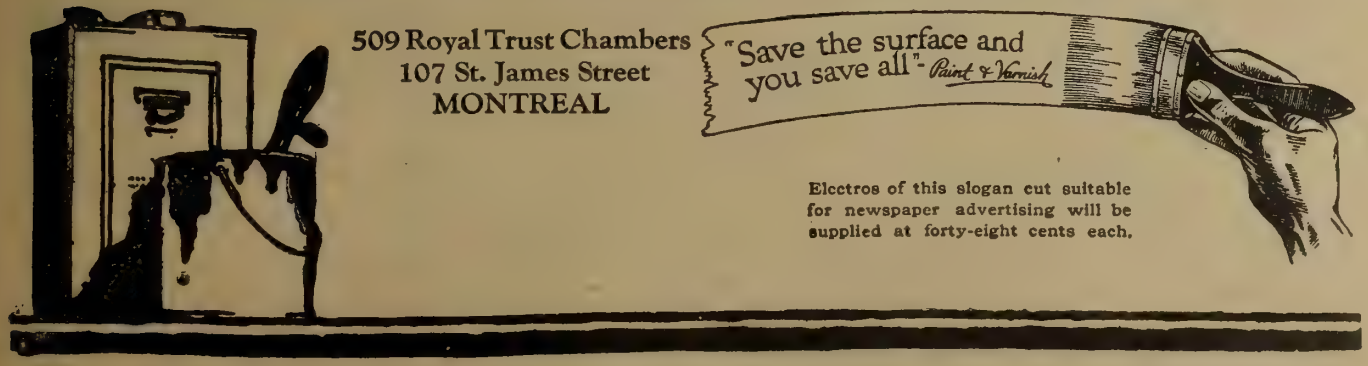
From coast to coast the new "Save the Surface" advertising is being read by millions. It is urging them to protect their property.

Therefore, now is the time for you to get busy. Don't fail to keep the Save the Surface idea to the front. Every passerby should be reminded when he is in front of your store, to Save the Surface.

Keep a window display in constantly, and in all your newspaper advertising use the million dollar slogan.

75 To-day order a cut of the slogan as shown below.

Save the Surface Campaign



509 Royal Trust Chambers
107 St. James Street
MONTREAL

Electros of this slogan cut suitable for newspaper advertising will be supplied at forty-eight cents each.

The quotations below are approximately correct for large lots in Toronto on the date mentioned.

CURRENT PRICES

TORONTO, MARCH 6, 1922

They may not be the same in any other jobbing centre owing to freight and other conditions.

METALS and SHEETS

Aluminum—Per pound, 27c.

Antimony—Per pound, 8c.

Brass—Sheets, base, 23c; rods, base ½ to 1 in., round, 20c; tubing, seamless, base, 25c. F.o.b. Toronto.

Copper—Casting ingot, base, 17½c; rods, ½ to 2 in., 28c; soft sheets, plain, 16 oz. and heavier, lb., 30c; plain tinned, 16 oz. and heavier, lb., 37c; polished and tinned, 16 oz. and heavier, lb., 42c; tubing, lb., 29c.

Above prices are full sheets and bars. Cut sheets and bars are 5c per lb. higher.

Coppers, Soldering—Base, 4 to 8 lbs., 35 cents per lb.; 3-lb., 38c; 2½-lb., 39c; 2-lb., 41c; 1½-lb., 44c; 1-lb., 48c per lb. F.o.b. Toronto, Hamilton.

Iron, Tinned—Lion and Crown Brand, Toronto in 22, 24 and 26 gauge. 36 x 96, 21c per lb.; 48 x 96, 21c per lb. Less than case, 50c per 100 lbs. extra.

Lead (pig)—$6.75 per hundred lbs.; sheets, 4 to 6 pounds per sq. foot, in rolls, 9c per lb. Cut sheets to size, 1c extra.

Iron—Bar, base, $2.75 per cwt.; angle iron, $2.95; horseshoe iron, $3.60; Norway, $12.50; toe caulk, $4.00.

Steel—Mild bars, $2.85; bands, $3.35; tire, $3.35; spring, $5.50; sleigh shoe, $2.85; hoop, $3.75; crucible cast steel, $30; cast tool, $18 to $31, according to grade.

Sheets, Blue Annealed—10 gauge, $4.50 per 100 square feet; 12 gauge, $4.55; 14 gauge, $4.60; 16 gauge, $4.65.

Sheets, Black—18 to 20 gauge, $5.05 per 100 square feet; 22 to 24 gauge, $5.10; 26 gauge, $5.15; 28 gauge, $5.25.

A change of 25 cents per cwt. is made for less than case lots; and an extra 10 cents per cwt. is charged on sheets 26 inches wide.

Sheets, Corrugated—No. 28 gauge, $6.50 per 100 sq. ft.; 26 gauge, $7; 24 gauge, $9; 22 gauge, $11; 20 gauge, $12.50; 18 gauge, $16; lighter than 24 gauge and wider than 27 inches, 75 cents a square extra. Discount 10 per cent.

Sheets, Galvanized—	Queen's Head	Fleur-de-lis
28 gauge, per 100 lbs..	$8.00	$7.50
26 gauge, per 100 lbs..	7.70	7.25
24 gauge, per 100 lbs..	7.35	6.85
22 gauge, per 100 lbs..	6.90	6.40
18-20 gauge, 100 lbs...	6.75	6.25
	Premier	Apollo
10¾ oz., per 100 lbs...	$6.00	$6.75
28 gauge, per 100 lbs..	5.60	6.35
26 gauge, per 100 lbs..	5.30	6.05
24-22 gauge, 100 lbs...	5.15	5.90
20-18 gauge, 100 lbs...	5.00	5.75
16 gauge, per 100 lbs..	4.80	5.60
14-12 gauge, 100 lbs...	4.70	5.45

Plates (Canada)—Dull, 60 sheets, $5.65; ordinary, 52 sheets, $5.60.

Plates (Coke Tin)—IC. 20x28, 112 sheets, $13.50; IX, 20x28, 112 sheets, $16.50; IX, 20x28, 56 sheets, $9.

Plates (Charcoal Tin)—IX, 20x28, 56 sheets, $14; IXX, 20x28, 56 sheets, $16.

Plates, Terne—IC, 14x20, 112 sheets, $12.00.

Spelter—Per pound, 7c.

Tin—Ingots (100 lbs.), per lb. 35½c.

Zinc—Sheets, per lb., 10c.

PLUMBERS AND TINNERS' SUPPLIES

Boilers (Range)—30-gal., $17.50, standard disc. 50 per cent.; extra heavy, disc. 40 per cent.

Compression and Fuller Work—Compression work (standard), discount, 45%. Fuller work (standard), 30%. Bath cocks, compression, 35%; fuller, 25%. Flat way stop and waste cocks (standard), 54%. Brass steam cocks (standard), 43%.

Fittings—Cast iron fittings, 30%; malleable bushings, 32%; cast bushings, 32%; unions, 47%; flanged unions, 30%; plugs, cast iron, 30%; plugs, solid. 10%; plugs, countersunk, net; couplings, 4 in. and under, 30%; do., 2½ in. and larger, 10%.

Nipples, Wrought—Close and short, 4 in. and under, 50%; 4½ and larger, 40%; long, 4 in. and under, 60%; 4½ in. and larger, 50%; running thread, 4 in. and under, 30%.

Oakum—Special No. 1, $15; plumbers', $6.50 per cwt.

Packing — Fine jute, 17c a pound; coarse jute, 18c; hemp, 36c; square braided hemp, 38c; No. 1 Italian, 44c; No. 2 Italian, 36c.

Pipe (Wrought)—Price List No. 54, Dec. 22, 1921.

Standard Buttweld Pipe S-C per 100

Size.	Blk. Steel	Galv. Steel	Blk. Gen.Wrot.Iron	Galv. Gen.Wrot.Iron
⅛ in.	$ 6.00	$ 8.00	$ ...	$ ...
¼ in.	3.84	5.94	7.20	9.30
⅜ in.	3.84	5.94	7.20	9.30
½ in.	4.85	6.46	7.31	8.93
¾ in.	5.87	7.71	8.86	10.70
1 in.	8.16	11.05	12.58	15.30
1¼ in.	11.04	14.95	17.02	20.70
1½ in.	13.20	17.88	20.35	24.75
2 in.	17.76	24.05	27.38	33.30
2½ in.	28.08	38.03	....	....
3 in.	36.72	49.73	....	....
3½ in.	47.84	63.48	....	....
4 in.	56.68	75.21	....	....

Standard Lapweld Pipe S-C, per 100

Size.	Blk. Steel	Galv. Steel	Blk. Gen.Wrot.Iron	Galv. Gen.Wrot.Iron
2 in.	21.46	27.38	31.08	37.00
2½ in.	31.50	40.05	46.80	56.16
3 in.	41.31	53.55	61.20	73.44
3½ in.	48.76	65.32	72.68	89.24
4 in.	57.77	77.39	86.11	105.76
4½ in.	66.04	86.36	1.04	1.24
5 in.	76.96	100.64	1.21	1.45
6 in.	1.00	1.31	1.57	1.88
7 in.	1.33	1.76	2.02	2.45
8L in.	1.40	1.85	2.13	2.58
8 in.	1.61	2.13	2.45	2.97
9 in.	1.97	2.59	2.97	3.59
10L in.	1.32	2.40	2.75	3.33
10 in.	2.35	3.09	3.54	4.28

Pipe (conductor), plain, round or corrugated, in 10-ft. lengths—2 in., $18.40 per 100 ft.; 3 in., $22.30; 4 in., $29.60; 5 in.. $40; 6 in., $49. Less 70 and 10 per cent.

Elbows—(For conductor pipe) 2 inch, $5.25; 3 inch, $6; 4 inch, $10.50; 5 inch, $24; 6 inch, $29. Less 60 per cent.

Pipe (soil)—Med. and extra heavy—2 in., 3 in., 40%; 4 in., 40-10%; 5, 6 in., 40%; 8 in., net.

Pipe (Soil) Fittings—2, 3, 4, 5, 6 in., 50%, 8 in., net.

Pipe (stove)—Net list.

Registers—Warm air, japanned and common oxidized, 20% from standard list. No. 3, $10.75.

Tinners' Trimmings—Plain 50 and 10, retinned, 50%.

Trough (Eave)—O. G. Square bead and half round: Per 100 ft.: 8 in., $15.90; 10 in., $17.70; 12 in., $21.20; 15 in., $28.80; 18 in., $36.50. Less 70 and

Valves — Globe, angle and check (standard), 25%; J.M.T., 20 and 10%; J.M.T.C., 25 and 10%; J.M.T. gate valves, 25 and 10 %; Jenkins' gate or straightway, 25 and 10%; Jenkins' Globe, 19 and 10%; radiator valves (standard and removable disc), 58%; Emco check valves (standard), 25%; Emco J.D. rad. valves (screwed), 33%; Emco swing check valves, ⅜ and ½ in. sizes, 40%; other sizes, 33%; Webber gate valves, 33%; Emco gate valves (standard), 25%; Emco globe valves (standard), 25%.

Valves, Foot—1¼ in., blk. 70c, galv. $1; 1½ in., blk. 85c, galv. $1.30; 2 in., blk. $1.20, galv. $2.10.

Washers, Wrought — Round, plain. Sizes given are size of hole. In boxes of 50 lbs. list prices per 100 lbs.—¼ in., $28; 5/16 in., $34.40; ⅜ in., $22.80; 7/16 in., $21; ½ in., $19.60; 9/16 in., $18.80; ⅝ in., $18.60; 11/14 in., $18.40; ¾ in., $18.20; 13/16 in., $18; 1 1/16 in., 1⅛ in., 1¼ in., 1 5/16 in., $18.90; 1⅜ in., 1½ in., 1⅝ in., $18.40; 1¾ in., 1⅞ in., 2 in., 2⅛ in., $19. Discount, 60% f.o.b. Montreal, Hamilton, Toronto, London and Halifax.

Car lots allowance to following points: Windsor, Walkerville, St. John, Moncton, Amherst, New Glasgow, Freight allowance: Fort William and West, 10c per 100 lbs.

Net extras, 26 to 40 lbs. of a size, $1; 25 lbs. of a size or less, $2 per 100 lbs. Package allowances—if taken in kegs about 175 lbs. each, allowance 10c per 100 lbs.; if taken in bags about 100 lbs., allowance 15c per 100 lbs.

BOECKH'S BRUSH NEWS

ALL BOECKH'S BRUSHES ARE MADE IN CANADA

That Great Teacher---Experience



WITH all the good intentions in the world, the lack of long experience often leads to many mistakes. This is true of every activity—brush manufacture included.

And this is still another reason for the great and uninterrupted satisfaction enjoyed by dealers who sell Boeckh's Brushes.

Ever since 1856 this company has devoted its energies to making good brushes—brushes of every kind for every purpose—brushes which have that winning combination of good material, good workmanship and good finish.

This company's experience is exceptional—unique. There is no problem in connection with brushes which we have not solved—and a large proportion of the new and improved methods of brush manufacture have been developed by Boeckh experts.

The result is a product that is absolutely dependable—a guarantee that we are not only willing, but able, to make good to the very uttermost.

An Invitation To You

We are here to give you service. We do not consider that our relations with our customers end with the sale of a bill of goods, but are prepared to help you out with your brush selling problems If there is anything in connection with brushes about which you need experienced counsel, do not hesitate to write us. It is a pleasure and a privilege for us to place our brush experience at your disposal.

The BOECKH COMPANY *Ltd.*

TORONTO, CANADA

Established, 1856

Montreal—
The H. E. Smith Sales Co.,
130 Craig Street West.

Winnipeg—
Mr. J. B Buckham
664 Broadway.

Vancouver and Victoria—The T. S. Griffiths Company,
1080 Hamilton Street,
Vancouver, B. C.

HARDWARE

Ammunition (American)—Winchester and Savage advance on American list, for rim fire ball cartridges, 2½%; centre fire blank and shot cartridges, 15%. Remington Union Metallic list plus 2½%.

Ammunition (Dominion) — Discount 30 and 20%.

Shot, standard, 100 lbs., Toronto, $14.25; Montreal, $13.50; net extras, as follows, subject to cash discounts only: Chilled, $1.50; buck and seal, 80c; No. 28 ball, $1.20 per 100 lbs.; bags less than 25 lbs., ½c per lb.; f.o.b. Montreal, Toronto, Hamilton, London, St. John and Halifax freight equalized.

Animal Ties—Cow ties, list plus 37½ per cent.; trace chains, list plus 25 per cent.; dog chains, list plus 20 per cent.; halter chains, net; tie-out chains, net; stall fixtures, Dominion, $2.80 per doz.; heavy, $2.

Axes—Boys', doz., $10.50; Hunters', doz., $9.50 single bits, doz., $15.00; double bits, doz., $17.

Bench Axes—Per doz., No. 1, $35; No. 2, $40; No. 3, $45; No. 4, $49; No. 5, $54; No. 6, $60; No. 7, $66. Discount, 60 per cent.

On weights heavier than base add to list as follows: Group 2, 50c; group 3, $1; group 4, $1.50; group 5, $2; group 6, $2.50; group 7, $3.50.

Bale Ties—Single loop—No. 12, $4.80; No. 13, $490; No. 14, $5.10; No. 15, $5.35; No. 16, $5.70. Cross head—No. 12, $5.10; No. 13, $5.20; No. 14. $5.50; No. 15, $5.95; No. 16, $6.40.

Baskets (Willow)—Delivery (handled), per doz., $7.50 to $11; splint, clothes or meat, per doz., $2 to $2.85; oblong clothes, per doz., $10.50 to $14.75.

Baskets (Wire)—Vegetable — Half bushel, each, 90c; 1 bushel, each, $1.30; 1½ bushel, each, $1.80.

Belting (Leather)—Discounts apply to revised list of Nov. 4th, 1920. Extra quality, 15/10 per cent. Standard quality, 15/10/10 per cent. Side lace leather, lb., $1.60; cut lace leather, lb., $1.85.

Belting (Canvas)—60 per cent. off

Bits, Auger—(Standard list prices per dozen): 3-16, $6; 4-16, $5; 5-16, $5; 6-16, $5; 7-16, $5; 8-16, $5; 9-16, $6; 10-16, $6; 11-16, $7; 12-16, $7; 13-16, $8.25; 14-16, $8.25; 15-16, $9.50; 16-16, $9.50; 17-16, $12; 18-16, $12; 19-16, $14; 20-16, $14; 21-16, $16; 22-16, $16; 23-16, $18; 24-16, $18; 25-16, $21; 26-16, $21; 27-16, $24; 28-16, $24; 29-16, $27; 30-16, $27; 31-16, $30; 32-16, $30.

Discounts from Standard list prices: Ford auger bits, add 15%; Ford car bits, add 7½%; Beaver, 35%; Gilmour auger bits, 22½%; Gilmour eye augers, add 5%; Irwin auger bits, add 5%; Irwin car bits, less 7½%

Boards (Bake)—	⅜ Rim.	¾ Rim
No. 0—16 x 22, doz.	$ 8.90	$12.50
No. 1—18 x 24, doz.	10.78	12.80
No. 2—18 x 29, doz.	12.10	14.75
No. 3—20 x 30, doz.	13.86	17.75

Boards (Ironing)—No. 1, Daisy, $38 per doz.; No. 10, Daisy, $43 per doz.: No. 33, 21 per doz.; No. 35, $38 per doz.; No. 36, $43 per doz.; Perfection, $48 per doz.

Boards (Wash)—Baby Globe, $2.45 per doz.; Beaver (brass), $8 per doz.; Competition Globe (metal), $5.90 per doz.; Diamond King (glass), $8 per doz.; Enamel Queen, $9 per doz.; Glass Globe, $8 per doz.; Improved Globe, $5.25 per doz.; Jubilee, $5.80 per doz.; Neptune, $5.25 per doz.; Newmarket King, $5.80 per doz.; Pony, $2.45 per doz.; Royal Globe (zinc), $5.25 per doz.; Original Globe, solid back, $5.95 per doz.; Standard Globe, $5.25 per doz.; Supreme (zinc), $6.50 per doz.; Western King (Enamel), $9 per doz.

Bolts and Nuts—Discounts herewith apply to standard list. Carriage bolts ($1 list), ⅜ in. diameter and smaller, 6 in. and shorter, 47½%. Carriage bolts ($1 list), ⅜ in. and longer lengths, 30%. Carriage bolts ($1 list), 7/16 in. and larger, 40%. Machine bolts, ⅜ in. and smaller. 4 in. and shorter, 55%. Machine bolts, ⅜ in. and smaller, longer lengths, 42½%. Machine bolts, 7/16 in. and larger, 42½%. Sleigh shoe bolts, all sizes, 30%. Coach and lag screws, 55%. Bolt ends, 42½%. Square head blank bolts, 42½%. Plow bolts, 1, 2, 3 head, 35%. Elevator bolts, corrugated heads, 60%. Fancy head bolts, 30%. Shaft bolts ($3 list), 30%. Step bolts, large head ($3 list), 30%. Whiffletree bolts, 30%. Tire bolts, 52½%. Stove bolts, 72½%. Nuts, 2 in. and smaller, square. Blank, off net list, $1.25. Nuts, 2 in. and smaller, square, tapped, net list. Nuts, 2 in. and smaller, hexagon, Blank, off list, 75c. Tapped, off list, 75c.

Terms—Cash in 30 days from date of shipment, less 2 per cent.

Borax—Lump crystal borax, 10c lb.

Brooms—No. 5, 4 strings, $6.65 per doz.; No. 5, standard, $7.50 per doz.; Little Beauty, $9.40 per doz.; Royal Blue, $13.90 per doz.

Butts — (Wrought Steel)—No. 840, less 10%; No. 800, net; No. 838, less 10%; No. 808, add 10%; No. 804, less 12½%; No. 802, net; No. 810, add 25%; No. 814, add 20%.

Cans (Milk)—At list plus 15%.

Cement (Portland)—In carload lots, per bbl., $3.770. Less than car lots: Per bbl., f.o.b. yard, $4.00 per bbl., delivered, $5.00. Single bags, $1.25 each, 4 bags to barrel. Extra charge of $1.50 per load on less than 24 bag lots. Rebate, 20 cents for empty sacks.

Choppers (Food)—Universal—No. 0, $16.50 a doz.; No. 1, $20.40 a doz.; No. 2, $24.80 a doz.; No. 3, $33.00 a doz.

Choppers (Meat)—Enterprise line, $1.50 each; No. 1, $1.75 each; No. 2, $2.15 each; No. 3, $2.90 each.

Gem—No. 20¾, $21.60 a doz.; No. 22, $25.80; No. 24, $34.20.

Churns (Barrel)—No. 0, each, hand, $10.30; power, $15.50. No. 1, hand, $10.30; power, $15.50. No. 2, hand, $10.90; power, $16.20. No. 3, hand, $11.75; power, $17.10. No. 4, hand, $13.60; power, $18.45. No. 5, hand, $15.10; power, $19.80. Net list f.o.b. Montreal, Ottawa, Kingston, Toronto, Hamilton, Fergus, London, St. Mary's.

Clippers (Horse)—New market, $3.50 per pair. No. 1 B.B. Stewart Horse Clipper, $14 list, less 25 per cent.

Clocks (Alarm)—Big Ben and Baby Ben, each, $3.43; Good Morning, each, $1.37; Lookout, $1.88; Sleepmeter, $2.06.

Clothes Bars—No. 2, $19 per doz.; No. 3, $14.40 per doz.; No. 4, $11 per doz.; No. 5, $16 per doz.; No. 6, $13 per doz.

Clothes Horses (folding) 6 feet, per doz., $16; 5 feet, $13; 4 feet, $11.

Extension—6 feet, $32; 5 feet, $26; 4 feet, $22.

Clothes Lines (Galvanized)—No. 18, 100 ft. lengths, $5.65 per 1,000 feet; 50 ft. lengths, $6.25; No. 19, 100 ft. lengths, $4.75; 50 ft. lengths, $5.56.

Clothes Line Reels—No. 3, $17.50 per dozen; No. 3½, $19.75; No. 4, $32.50.

Cobbler Sets—Common, per set, $1.14.

Coil Chain—	Proof	B B B
3/16 inch, electric weld.	$16.25	$19.50
¼ inch, electric weld...	15.50	17.75
5/16 inch, electric weld.	12.75	15.75
⅜ inch, electric weld...	10.60	....
⅜ inch, fire weld.....	13.65	16.00
7/16 inch, fire weld....	11.25	13.75
½ inch, fire weld.....	11.25	11.75
⅝ inch, fire weld.....	10.50	....

Combs, Curry—No. 101, $1.40 per dozen; No. 111, $1.60; No. 121, $1.70; No. 127, $2.30.

Combs, Cattle—No. 98, $2 per dozen; No. 100, $2.85.

Cord (Sash) — No. 6, 53c a pound; No. 7, 52c; Nos. 8, 9, 10, 12, 51c.

Crowbars—$8.00 per 100 lbs.

Dampers—Cast, Champion, 5 in., $1.42 a dozen; 6 in., $1.57; 7 in., $2.10.

Doors, Screen—Kasement, No. 2, oak stain, varnished, including hardware sets: 2 ft. 6 in., $45 per dozen; 2 ft. 8 in., $45.60; 2 ft. 10 in., $46.70; 2 ft. 7 in., $46.80.

Drills—Standard lists. Blacksmiths', ½ in x 2½ in. shank, each, ⅛, 45c; 5/32, 45c; 3/16, 50c; 7/32, 55c; ¼, 60c; 9/32, 65c; 5/16, 70c; 11/32, 75c; ⅜, 80c; 13/32, 85c; 19/32, $1.20; ⅝, $1.30; 21/32, $1.40; 11/16, $1.50; 23/32, $1.60; ¾, $1.70; 25/32, $1.80; 13/16, $1.90; 27/32, $2; ⅞, $2.10.

Drills—7/16, 90c; 15/32, 95c; ½, $1; 17/32, $1.05; 9/16, $1.10; 29/32, $2.20; 15/16, $2.30; 31/32, $2.40; 1, $2.50. Intermediate sizes take list of next larger.

Bit Stock—List per doz., less 45%: 3/32, $2.70; ⅛, $3; 5/32, $3.50; 3/16, $4; 7/32, $4.50; ¼, $5; 9/32, $6; 5/16, $7; ⅜, $8.50; 7/16, $10.50; ½, $13; 9/16, $15.50; ⅝, $18; 11/16, $21; ¾, $24; ⅞, $30. Blacksmiths', ½ in. shank, straight shank, wire, taper shank, 50% off.

Files and Rasps—These discounts apply to list of Nov. 1, 1899: Great Western, Amer., 50%; Kerney Foot Arcade, 60/5%; J. Barton Smith, Eagle, 55%; P. H. and Imperial, 60/5%; Globe, 60/5%; Nicholson, 40%; Black Diamond, 40%; Delta Files, 20%; Firth Files, 50%.

Grindstones—Under 40 lbs. weight—Smaller than 2 in. face, $5.25 per hundred pounds; two in. and over, $4.50.

40 to 80 lbs. weight—Under 2 in. face, $4.75 per hundred pounds; 2 ins. and over, $4.25; Bi-Treadle, each, $9.75; Cycle BB, $8.75.

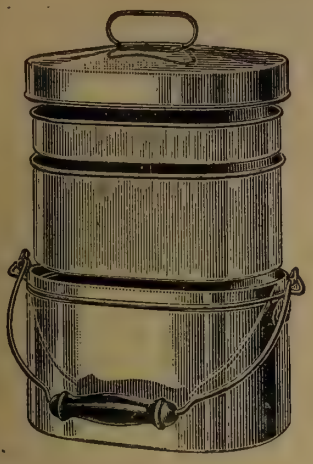
Grindstone Fixtures—No. 22, $8.67 per dozen; No. 23, $9.37; No. 2½, $10; No. 3, $11.50.

Halters, Rope—Sisal, 7-16 in., $21 per gross; 9-16, $33. Jute, 7-16 in., $19; 9-16 in., $28.50.

Hame Fasteners—(Dodson), $4.60 per dozen.

Hammers, Nail—No. 21, $12 per dozen; No. 1, $15.40; Nos. 1½, 61½, $15.20.

Hammers, Sledge—(Canadian), 2-2½ lbs., $20 per cwt.; 3-4½ lbs., $18; 5 lbs. and over, $12.50.



Oval Dinner Pail

VIKO The Popular Aluminum

Four Utensils of the Finest Aluminumware !

We illustrate four of the finest utensils you can sell. The Dinner Pail, for instance, has a polish finish; with slip-over cover to keep dirt and rain out.

The Sink Strainer is polish finish; inside, sunray finish. The others are up to the same standard.

Viko Utensils are stamped from hard, thick, 99 per cent. pure sheet aluminum.

Every article illustrated in our catalogue is absolutely guaranteed against any defect in material or workmanship.

We authorize our dealers to replace at our expense any Viko utensils which should prove defective in either workmanship or material.



Omelet Pan

Catalogue and Price List on Request.



Triplicate Saucepan

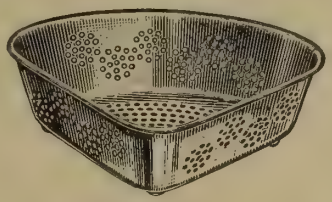
Aluminum Specialty Co.

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60 John Street - Toronto

BISSONNETTE & BISSONNETTE

Representatives for Quebec



Sink Strainer

Black Diamond File Works

Established 1863 **Incorporated 1895**

Twelve Medals of Award at INTERNATIONAL Expositions

Special Grand Prize GOLD MEDAL Atlanta, 1895



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G. & H. BARNETT COMPANY

Philadelphia, Pa.

Owned and operated by

NICHOLSON FILE CO., PORT HOPE, ONT.

When you are in the Market for

BALE TIES

We are the largest manufacturers in Canada of this line in the Single Loop or Cross Head Dimensions.

WIRE NAILS

Packed in steel hoop kegs which is a guarantee of arrival at destination in good shape

WIRE STAPLES

Bright or galvanized Fence and Poultry netting.

BLACK WIRE

Our Oiled and Annealed Wire is second to none.

WIRE

ANY SIZE:—3/8" to 40 guage.
ANY SHAPE:—Round, half-round, oval, flat, square, octagon and triangle.
ANY FINISH:—Bright, Annealed, Coppered or Liquer Finish. Tinned and galvanized in fine sizes.

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Head Office and Factory **Hamilton** Ontario Canada

Agencies at

TORONTO, MONTREAL, WINNIPEG, VANCOUVER, & LONDON (ENG.)

Write us for Prices

Blacksmith Sledge—Under 5 lbs., $18.75; 5 lbs. and over, $13 per cwt.

Masons—2-3½ lbs., $24 per cwt.; 3-4½ lbs., $24; 5 lbs. and over, $18.70.

Hammers, Striking—No. 38, No. 46, 5 lbs. and over, $12.50 per cwt. Double-face striking—Under 5 lbs., $18.75; 5 lbs. and over, $13 per cwt.

Hammers, Machinist—No. 30, 1 lb., $9.20 per dozen; No. 30, 1¼ lb.,$9.90.

Handles (Wood)—All hickory handles, list plus 20%; all oak, ash and maple handles, list plus 10%; hay fork, hoe rake, shovel and manure fork, net list; Whiffletrees, double-trees and neck-yokes, list plus 20%; wood rakes, list plus 10%; horse pokes, list plus 10%. Terms, all goods f.o.b. factories, 2% 10 days, net 30 days. O-Cedar Mop Handles, less 30%.

Hangers, Barn and Parlor—Storm King No. 42, list less 20-10%; Safety No. 20, list less 20-10%; Reliable No. 1, list less 20-10%; Round Trolley No. 1917, list less 33 1-3-5%. Atlas No. 0, $13.35; No. 1, $13.80; No. 2, $15.85; Stearns, 4 in., $12.80; 5 in., $16.00. Perfect, No. 1, $10.50; Canada, $13.25; Hatch, $13.25; National, $12; America, $19; Great West, $30.

Hatchets, Shingling—No. 1, $9.75 per dozen; No. 2, $10.75.

Hatchets, Lath—Nos. 3 and 4, $10 per dozen.

Hatchets, Barrelling—Nos. 50 and 60, $14.50 per dozen.

Hatchets, Claw—No. 7, $12.00 per dozen; No. 8, $12.75.

Hinges (Blind)—Clark's No. 1, $2.22 per dozen sets.

Hinge, (Spring)—No. 200 and No. 20, $25 per gross; Ajax Floor No. 3111, $1.85 per set.

Reliance Door No. 270—Light, per doz., $3.15; medium, per doz., $4.20; heavy, per doz., $6.40.

Hinges—Heavy, in bulk. Doz. pairs: 4 in., strap, $1.50; tee, $1.80. 5 in., strap, $1.90; tee, $2.20. 6 in., strap, $2.15; tee, $2.40. 8 in., strap, $2.40; tee, $3.20. 10 in., strap, $4.30; tee, $5.70. 12 in., strap, $6.90; tee, $7.10. 14 in., strap, $7.50; tee, $8.05. Net prices.

Light—Net prices—3 in., strap, 90c; tee, 90c. 4 in., strap, $1.08; tee, $1. 5 in., strap, $1.26; tee, $1.17. 6 in., strap, $1.53; tee, $1.35.

Screw Hook and Strap Hinges—List prices, per dozen pairs—6 in., $4.30; 8 in., $4.80; 10 in., $6.40; 12 in., $7; 15 in., $7.50; 18 in., $11; 21 in., $12.40; 24 in., $16; 27 in., $17.20; 30 in., $18.50; 33 in., $21.50; 36 in., $24.50. Discount, 30%.

Heaters, Electric—Glower Heater, $10; Heatray Heater, $12. Discount, 25%-33%, according to quantity.

Majestic, 1 burner, $11; 2 burner, $16. Discount, 27½%.

Universal, $13.80. Discount, 20 and 5%.

Hoes—Grub, $6.75 per dozen.

Hooks (Grass)—Canadian, No. 2, $3.90 per dozen; No. 3, $4; No. 4, $4.10; No. 5, $4.30; Little Giant, $6.50; Barden Pat., $6.50. English Fox—No. 2, $7.50 a dozen; No. 3, $8; No. 4, $8.50.

Horseshoes—	Sizes made	Price per keg No. 2 and smaller	Price per keg No. 1 and larger
Light iron	0-7	$6.90	$7.15
Long heel light iron	3-7	6.90	....
Medium iron	1-8	6.90	7.15
Heavy iron	6-8	6.90	....
Snow	1-6	7.15	7.40
New light XL steel	1-6	7.35	7.60
Featherweight XL steel	0-4	9.60 all siz.	
Special countersunk	0-4	8.75 all siz.	
Toe weight (front only)	1-4	10.60 all siz.	

Packing—Up to 3 sizes in one keg, 10c per 100 lbs. extra. More than 3 sizes, 25c per 100 lbs. extra. F.o.b. Montreal.

Terms—Cash in thirty days, less 2% discount.

Hose, Lawn—Corrugated, per hundred feet: ½ in., $13.25; ⅝ in., $15.50; ¾ in., $18. Less 5% for full reel, 500 ft.

Irons (Sad)—Mrs. Potts, polished, $1.90 per set; nickel plated, $1.95.

Handles for above japanned, $20.75 per gross.

Common, No. 1 ,4 and 5 lbs., $20.60 per cwt.; 6 lbs. and up, cwt., $15.

Irons, Electric—Model B, $6.50 list. Classic, $8 list. Discount, 25% to 33%, according to quantity.

Knives, Hay—Spear Point, $15 per dozen; Lightning, $14; Heath's, $14.

Ladders—Step Ladders—Standard, 46c a foot; Household, 35c; Shelf Lock, 4 to 8 ft. only, 30c; Faultless, 4 to 8 ft. only, 44c; Faultless, 10 to 16 ft., 49c.

Single and Fruit Picking—10 ft. to 16 ft., 28c per foot; 18 ft. to 22 ft., 29c.

Roped and Straight Extension Ladders—20 to 32 ft., 30c a foot; 36 to 40 ft., 33c; 44 ft., 36c; three section extension, 45c.

Fire ladders up to 32 feet are twice the price of ordinary extensions. Over 32 ft. are supplied with supporting legs at three times the price.

Lanterns—Short or long globe, plain, $12; japanned, $12.75; Dash, plain, $18.75; japanned, $19.25; search (round reflection), $15.75; Little Bobs, 2 10-4 20.

Lantern Globes—Cold blast, short or long, 1 doz. cases, $1.35 doz.; 3 doz. cases, $1.20 doz.; 6 doz. cases, $1.15 doz.; Cold Blast genuine ruby, $5.40 doz. F.o.b. factory.

Latches—Steel Thumb, No. 2, $2 per dozen; No. 3, $2.50; No. 4, $3.75; Barn Door, No. 5, $3.30; No. 9, $6.15.

Machines (Washing) — Dowswell, $12.75 each; Noiseless, $17.50; Hamilton, $14; Peerless, $14.50; Snowball, $19.50; New Century, style A, $19.75; style B, $21.75; electric, $160.00; Playtime, engine drive, $27; Ideal Power, $30; Seafoam, electric, style A, $105; engine drive, $50; Sunshine, $10.25; Popular, $14.50; Economic, $16; Puritan, $19.50; New Champion, $21.50; Home, $21.50; Vacuum, $28; Home Water, motor, $28; Whirlpool, water power, $31; Hydro, 1 Tub, engine drive, $57; electric, $116.50; Rotary water motor washer, $29; Connor ball-bearing, with rack, $22.75; Perfection, engine drive, $65; electric, $132; Beaver, $26; power, $27; Connor, vacuum, $27.50; Patriot, $21.50; Jubilee, $12.50; Canada First, $21.50. These prices are less 30%. Freight equalized with Montreal, Ottawa, Toronto, Hamilton, Kingston, London and St. Mary's, or shipments of quarter dozen and upwards.

Stands, Washtub—Dowswell, $44.10 per dozen.

Mattocks—Cutter, $10.00 per dozen; Pick, $10.00.

Mixed Bread—Canuck—No. 4, $36.24 dozen; No. 8, $40.92.

Universal—No. $40,00 a dozen; No. 8, $52.

Mops—Liquid Veneer, $16 per dozen; O-Cedar, less handle, $14; O'Cedar, with handle, $16; S. W. Mops, complete, $4.35; Mop Sticks, No. 8, $2; Cast Head Mop, $2; Crescent, No. 10, $2.60; Crank wringing, $7.35; Smarts', $4.

Mop Wringers—White, No. 1, $16.40 per dozen; white, No. 2, $16.80; white, No. 3, $24.

Mowers, Lawn—(List of Sept. 12, 1921)—Adanac, Woodyatt, Empress, Mayflower, Ontario Daisy, Star, all at 20% off list; Whippet, Thousand Island, Red Wing, Blue Bird are all net.

Nails—List adopted Sept. 10, 1920. Advance over base on common wire nails in kegs: 1 in., $1.50; 1⅛ in., $1.40; 1¼ in., $1.15; 1½ in., 80c; 1¾ in., 75c; 2 in., 60c; 2¼ in., 55c; 2½ in., 30c; 2¾ in., 30c; 3 in., 20c; 3¼ in., 15c; 3½ in., 10c; 4 in., 5c; 4½ in., 5c; 5 in., base; 5½ in., base; 6 in., base. 6½ to 12 in. 2 ga. and heavier, 25c over base.

Standard steel wire nails, f.o.b. London, Hamilton, Milton, Toronto, Owen Sound, Collingwood, Montreal, $3.90 base. Freight equalized on above points.

Windsor, Walkerville, Sandwich, f.o.b. factory prices, carload freight allowed, $4.00.

Sault Ste. Marie, Port Arthur, Fort William, $4.15 base, f.o.b. factory; no freight allowance.

Moulding, Flooring, Slating, Box, Fence, Barrel Nails, 25c per 100 lbs. over common nail prices. Finishing nails, 50c per 100 lbs. advance over common nail price.

Miscellaneous wire nails, 72½% off miscellaneous list, f.o.b. Toronto, Montreal, Hamilton and London.

Nails, cut—$4.70.

Roofing Nails—American, large head, keg, $10.50. Less quantities, $12.50.

Nails (Horse)—Capewell C Brand—No. 5, $6.75 per 25 lb. box; No. 6, $6.50; No. 7, $6.25; No. 8, $6; No. 9, $5.75. Discount, 10%.

"M.R.M." Brand—Net price list. No. 3, 5⅝ in. long, $20.25 per 25 lb. box; No. 4, 1¾ in. long, $10.25; No. 5, 1 15/16 in. long, $5.25; No. 6, 2⅛ in. long, $5; No. 7, 2 16/16 in. long, $4.75; No. 8, 2½ in. long, $4.75; No. 9, 2 11/16 in. long, $4.50; No. 10, 2⅞ in. long, $4.50; No. 11, 3 1/16 in. long, $4.50; No. 12, 3¼ in. long, $4.50.

Netting, Poultry—2 in. mesh and 19 gauge wire—12 in., $1.80 per 50-yard roll; 18 in., $2.65; 24 in., $3.40; 30 in., $4; 36 in., $4.75; 42 in., $5.50; 48 in., $6.20; 60 in., $7.70; 72 in., $9.20; 84 in., $10.50; 96 in., $12.

1½ in. mesh and 19 gauge wire—12 in., $3.50 per 50-yard roll; 18 in., $5; 24 in., $6.30; 30 in., $7.75; 36 in., $9.90; 42 in., $10.50; 48 in., $12; 60 in., $15; 72 in., $18.

1 in. mesh and 20 gauge wire—12 in., $4; 18 in., $5.50; 24 in., $7; 30 in., $8.50; 42 in., $12; 48 in., $14; 60 in., $17; 72 in., $20

¾ in. mesh and 20 gauge wire—24 in., $10.50; 30 in., $12.75; 36 in., $15.

½ in. mesh and 22 gauge wire—24 in., $16.50; 30 in., $20; 36 in., $24.

Discounts at present quoted apply only to 1and 2 in. mesh setting. Other prices have been withdrawn and are quoted only on application.

Toronto, London, Montreal, Canadian netting, 2 in. mesh, 12½% off; 1 in.

An Old Friend in a New Box

Increase your Brush Sales by Displaying ***Meakins Rubberset Varnish Brushes*** in this new Three Color Display Box.



COUNTER DISPLAYS MAKE SALES

A Meakins' counter display is really a silent partner in your business. Placed upon your counter it catches the eye of waiting customers and draws attention to the quality materials, skilled workmanship, and superior finish of Meakins' Brushes. As sales producers our Counter Display Boxes are decidedly popular.

Include one of our Special Household Assortment Boxes in your next order.

Assortment Box No. 199 contains half dozen each of 2½ inch, 3 inch and 3½ inch black bristle flat paint brushes to sell at 35c, 50c and 60 cents.

Assortment No. 157 has one dozen assorted brushes, retailing at from 20c to 45 cents, mounted on an attractive five color Counter Display Card.

Write for one of our New Catalogues

MEAKINS & SONS, Limited - HAMILTON, ONTARIO

Warehouses: **Winnipeg - London - Toronto - Montreal - Vancouver**

PILKINGTON BROS., Calgary, Alberta

mesh, 12½% off. American netting, 1 in. mesh, 12½% off.

Invincible—No. 1848, 80c a rod; 2060, 88c. Put up in 10, 20 and 30 rod rolls. F.o.b. Montreal.

Blue Ribbon—24 in., $5.50 per roll; 36 in., $7.15; 48 in., $8.35; 60 in., $9.85; 72 in., $11.25. Put up in 10 rod rolls.

Paper (Building)—Dry fibre, No. 1, Anchor, $1.15 per 400 ft. roll; No. 2, Anchor, 65c; No. 2, Elephant, 65c.

Tarred Fibre, No. 1—Anchor, $1.20; No. 2, 85c.

Elephant Brand, tarred, No. 2, 85c; Surprise Fibre, 70c; Empress Dry Sheathing, $1.45; Stag Sheathing, 70c: Cyclone, dry, $1.15; tarred, $1.20. Joliette Sheathing, 65c; tarred, 85c.

Monarch Sheathing, white, $5.50 per 100 pounds; grey, $4.50; Straw Sheathing, $3.50; Imp. Grey Sheathing, $4.75; tarred straw, $3.40; Imp. White Sheathing, $5.75; Imp. Grey Sheathing, $4.75; Scythe and dry straw, $3.15; Spruce Sheathing, 36 in. and 72 in. wide, $6.00. Asbestos Sheathing, $8.50; carpet felt, $3.90; tarred felt, 7, 10 and 16 oz., $3.45.

Picks—Clay, 5 to 6 lbs., $7.80 a doz.; 6 to 7 lbs., $8.50.
Rock—7 to 8 lbs., $9.25 dozen; 8 lbs., $9.75.

Pins, Clothes—5 gross, 4 in. (loose), $2.25 a case; 4 gross (cartons), 4 in., $2.25; Spring, 2 gross to box, $1.90.

Pitch—Pine, black, per bbl., $13.25; Navy pitch, per bbl., $6.50; Coal tar pitch, per cwt., $1.55.

Planters, Corn—King of Field, $13.20 a dozen; Triumph, $11.

Pulleys—Axle, No. 1, 1¾ in., 80c a dozen; 2 in., 90c; 2¼ in., 95c; Palmer's, 90c.

Pulleys, Clothes Line—No. 58, japanned, $4.35 per dozen; No. 158, galvanized, $4.45; No. 59, japanned, $4.45; No. 159, galvanized, $4.55.

Pumps—	Pitcher Spout	Closed Spout
No. 2, each	2.85	3.10
No. 3, each	3.15	3.40
No. 4, each	3.75	4.10
No. 70, each	...	6.00
No. 80, each	...	8.00

Pumps, Redwing—No. 0, $6.85; No. 1, $7.50; No. 2, $8.75; No. 3, $10.75; No. 4, $12.75; No. 5, $15.25; No. 6, $18.

Rifles, Winchester—Model 1890, $27.75 each; 1892, $35.70; 1894 (30 and 32 round), $42.40; 1894, (30 and 32 octagon), $45.50; 1895, $55.50; 1902, $8.35; 1904, $10.20; 1905, $53.65; 1906, $24.05; 1906, expert, $27.75; 1907, $64.75; 1894, carbine, with sling and strap, $46.65; 1912, gun, $61.

Rivets and Burrs—Iron rivets, 7-16 inch and smaller, blacked and tinned, 52½%; Iron burrs, 52½% off list on 200-lb. kegs. Extras, add 1c to list on 100-lb. kegs; 3c on 50-lb. boxes; 4c on 25 lb. boxes, 8c on 1 lb. pkgs.

Copper rivets, usual proportion of burrs, 32½% off; burrs, add 10%. Extras on copper rivets, ½ lb. pkgs., 1c per lb.; ¾ lb. pkgs., 2c lb. Coppered rivets, net extras, 3c per lb.

Roofing—Samson, 1 ply, $2.65 roll; 2 ply, roll, $3.10; 3 ply, roll, $3.80.

Red Star, 2 ply, $1.85 roll; Red Star, 3 ply, $2.20.

Everlastic, 1 ply, $1.70; Everlastic, 2 ply, $2.05; Everlastic, 3 ply, $2.40.

Panamoid, 1 ply, $1.50; Panamoid, 2 ply, $1.85; Panamoid, 3 ply, $2.20.

Everlastic Multi-Shingles (4 shingles in one), per square, $6.00.

Everlastic Liquid Roofing cement—Per gal., in bbls., 70c; 5 and 10 gal. lots, gal., 80c; 1 gal. cans, gal., doz., $10.50.

Coal Tar (refined), per barrel, $10.50; coal tar (crude), $9.25.

Roofix Roofing Cement—In bbls., per gallon, 60c; in ½ bbls., per gal., 65c; in 5s and 10c, 70c; 1 gal. cans, per doz., $9.

Rope—Pure Manila basis, 23c a pound; Beaver Manila basis, 20c; New Zealand hemp basis, 20c; Sisal basis, 18c. These quotations are basis prices, ¾ in. and larger diameter. The following advances over basis are made for smaller sizes: ⅝ in., ½c; 9-16 to 7-16 in., inclusive, 1c; ⅜ in., 1½c; ¼ and 5-16 in., 2c; 3-16 in., 2½c extra.

Single lath yarn basis, 18c; double lath yarn, 18½c; halyards, 50c; Beaver halyards, white, ¾ in. basis, 35c.

Hemp, deep sea line basis, 50c; hemp, tarred ratline basis, 45c; hemp, tarred bolt rope basis, 45c; marline and houseline, 45c. Extra charge for shorter lengths than half coils, 2c per pound additional.

Cotton, ⅛in., 51c a pound; 5.32 in., 50c; 3-16 in., 47c; ¼ in. and up, 45c.

Sandpaper—B. & A. sandpaper, less 10%; Star sandpaper, less 10%; B. & A. emery cloth, plus 20% on list.

Scales—Champion, including stamping, list net: 4 lb., $6.60; 10 lb., $8.65; 240 lb., $12.65; 600 lb., $35.80; 1,200 lb., $43; 2,000 lb., $57.10; 2,000 lb. drop lever, $64.75.

Scythes—Cast steel, $15 a dozen; Golden Clipper, $16; Little Giant, $17; Bush, $16.

Snaths—1 loop, $16.80 a dozen; 2 loops, $15.80; 3 loops, $14.70; Bush, $18.20.

Screws—Discounts off Standard List—Wood, F.H., bright 85%; Wood, R.H., bright 77½%; Wood, O.H., bright, 82½%; Wood, F.H., brass, 75%; Wood, R.H., brass, 80%; Wood, O.H., brass, 77½%; Wood, F.H., bronze, 77½%; Wood, R.H., bronze, 72½%; Wood, O.H., bronze, 72½%; Square cap, 50%; Hexagon cap, 50%; Set Screws, 55%.

Screws, Iron Bench, No. 14—1 in., $11.25; 1⅛ in., $13.50; 1¼ in., $15.65.

Spiders—Cast, No. 7, $1; No. 8, $1.05; No. 9, $1.15. Nickel Plated—No. 7, $1.26; No. 8, $1.35; No. 9, $1.50; No. 10, $1.75.

Spades, Shovels and Scoops—Plain back shovels and spades, draining tools, hollow back scoops, sand shovels, hollow back shovels, hollow back coal shovels, riveted back scoops, miners' spring point shovels. 1st. 2nd and 4th grades, all 55%. These discounts apply whether goods are sold in carload or less than carloads, and apply only to Black List, Black List prices being as follows:

Plain back shovels and spades, No. 2 black—1st, $29; 2nd, $28; 3rd, $25.

Draining tools, No. 2 black—1st, 29; 2nd, $27.50.

Hollow back scoops, No. 2, black—1st, $34.50; 3rd, $32.

Coal shovels, hollow back, No. 2, black—1st, $32; 3rd, $30.

Sand shovels, No. 2, black—1st, $27.50; 3rd, $24.

Hollow back shovels, No. 2, black—1st, $27.50; 3rd, $24.

Riveted back scoops, No. 2, black—1st, $37.50; 2nd, $35.50; 3rd, $34.

Miners' spring point shovels, No. 2—1st, $36.50.

Net Extras—For each size larger than No. 2, add 35c dozen net. Full polished, add $1 per dozen net. Half polished, add 50c per dozen net. F.o.b. London, Hamilton, Toronto, Gananoque, Ottawa, Collingwood, Sherbrooke, Montreal, Quebec, Halifax, St. John, Moncton and freight may be equalized thereon. On shipments less than 5 dozen f.o.b. factory only.

Spikes, Ship—Base, ⅜ in. and larger, $5 per 100 lbs. ¼ and 5/16 in., $5.50 per cwt. F.o.b. Montreal, Belleville, Toronto and Hamilton, with freight equalized on these points.

Spouts, Sap—Eureka, $15 per thous.

Staples (Fence)—Bright, $4.40 per 100 lb. keg; galvanized, $5.40.

Staples (Poultry netting)—Bright, $7.25 per 100 pounds in kegs; galvanized, $8.25. Discount 10 per cent. Net extras (not subject to discount)—Coppering, 60 cents per 100 pounds, 10-lb. wooden boxes, $1.50 per 100 pounds; 25-lb. and 50-lb. wooden boxes, $1.

Stoves (Oil Burning Cooking)—Perfection No. 32, 2 burner, $21.50 each; Perfection No. 33, 3 burner, $26; Perfection No. 34, 4 burner, $34; No. 22G oven for above stoves, $8. Discount, 30% off list.

McClary Glass Front Oven, No. 170, each, net, $4.75. Detroit Glass Front Oven, No. 85, each, net; Hot Blast, plus %.

Stoves (Oil Heaters)—No. 525, $8.75 each; No. 530, $9.75; No. 630, $12.50. Discount 30% off list on these three numbers. Hot Blast, plus 10%.

Stretchers, Wire — Hercules, $3.60 doz. Stretchers, curtain—Star, No. 1, $27.60 doz.; Star, No. 2, $30 doz.; Sun, No. 1, $20; Sun, No. 2, $22.

Swings (Stratford)—4 ft., $7; 5 ft., $9; 6 ft., $11. Ontario, 4-passenger lawn swing, $7.50; awning, $4.50.

Tacks—Wire tacks, 60/25% from revised hardware tack list adopted January, 1922; double-pointed tacks, 60/25%

Shoe Findings—List adopted November 21, 1921.

Tapes, Measuring (Lufkin)—263, 50 ft., Challenge, steel, $4.95 each; 103, 50 ft. Reliable Jr., steel, $5.25 each; 243, 50 ft. Rival, steel, $4.40 each; 553, 50 ft. Steel, $3.95 each; 1243, 50 ft. Rival Jr., steel, $4.06 ea.; 603, 50 ft. Metallic, $3.17 each; 604, 66 ft., Metallic, $3.54 each; 403, 50 ft. Linen, $2.39 each; 713, 50 ft. Ass Skin, $6.15 doz.; 714, 66 ft. Ass Skin, $7.37 doz.; 143, 3 ft. Steel Pocket, $7.27 doz.; 145, 5 ft. Steel Pocket, $9.20 doz.; 175, 5 ft. Linen Pocket, $6.35 doz.; 165, 5 ft. Cotton Pocket, $1.55 doz.

Toasters, Electric—Universal, $7.80; C. G., $5. Discount, 20 and 10%. Canadian Beauty, $5.43; Upright, with rack, $6.40.

Tools, Harvest—Waverley, Wellandvale, Rixford, Maple Leaf, Bedford, 60% off new list.

Track, Barn Door—Hatch Trolley, per ft., 22½c; brackets for this, per doz., $2.20.

National Flat Track, 1¼ in. per 100 ft., $10.85. Storm King Flat, No. 60, list less 20-10%. Safety Flat, No. 60, list less 20-10%. Reliable No. 1 and 2, 20c per ft., less 20-10%. Round Trolley No. 1918, 20c per ft., less 20-10%.

Traps (Game)—Victor, No. 1 Giant, $3.35 per dozen; Jump, No. 1, $3.50; Hawley & Norton, No. 1, $5; Newhouse, No. 1, $7.50. All these include chains.

Tubs, Wood—No. 0, $26 per dozen;

No. 1, $23.10; No. 2, $20.90; No. 3, $17.60. F.o.b. Newmarket.

Twine, Binder—500 ft., 17¼c a foot; 550 ft., 18¾c; 600 ft., 20¼c; 650 ft., 21¼c. Freight prepaid to nearest station in lots of 300 lbs. and over. (This applies to Eastern Canada only.) Rebate of ⅛ cent lb. on 10,000 lbs. and ¼ cent lb. on 20,000 lbs.

Twine (Cotton)—5-lb. sack, 3-ply, lb., 47½c; 4 ply, lb., 50c.

Cones, 3 ply, lb., 44c; 4 ply, lb., 47c.

Tin and Enamelwares—

Britannic, list plus 15%.
Scotch Grey Ware, 50 and 10%.
Colonial, 40%.
Imperial ware, 40%.
Pearl, 40%.
Premier, 20%.
Canada ware, 20%.
Crescent, 50 and 10%.
White ware, 50 and 10%.
Japanned ware, net list.
Japanned ware, white, list, plus 10%.
Plain and japanned sprinklers, list, 10%.
Stamped ware, plain, 50 and 10%.
Stamped ware, retinned, 50%.
Copper bottoms, plus 40%.
Tinners' trimmings, plain 50/10%.
Tinners' trimmings, retinned, 50%.
Tinners' trimmings, general, write for prices.
Factory milk cans, list, plus 15%.
Milk can trimmings, list, plus 33⅓%.
Cream cans, write for prices.
Railroad cans, write for prices.
Sheet iron ware, list, plus 10%.
Pieced ware, ordinary, list, plus 20%.
Pieced tinware, C. B., list, plus 30%.
Fry pans, Acme, 33⅓%.
Fry pans, Quick Meal, net list.
Spiders, steel, net list.
Fire shovels, japanned, list, plus 10%.
Fire shovels, japanned, list, plus 10%.
Steel sinks, galvanized, net list.
Steel sinks, painted, net list.
Light galv. pails and tubs, net list.
Heavy galv. pails and tubs, net list.
Hollow ware, add 40 per cent.
Garbage pails, net list.
Jap. coal hods, list plus, 33⅓%.
Galv. coal hods, list, plus 33⅓%.
Paper lined boards, 40%.
Wood lined boards, 25%.
Copper boilers, net.
Copper tea kettles, net.
Copper tea and coffee pots, net.
Stove and other pipe, net list.
Stove pipe elbows, black and galv., net list.
Stove pipe thimbles, 60%.

Wire — Annealed or Bright — Advances over base price on sizes lighter than No. 9. No. 9 and heavier, 6c; No. 11, 12c; No. 12, 20c; No. 13, 30c; No. 14, 40c; No. 15, 55c; No. 16, 70c.

Annealing, no extra. Oiled and annealed extra, 15c. Coppering and liquor finish extra, $1 to $1.50. Tinning extra, $2 to $3.

Bright base, $3.55. Annealed base, $3.55. Galvanized base, $3.90.

Barbed wire, $4.30. Coiled spring wire, 9 gauge, $3.95.

Stovepipe Wire—No. 18, $8.50; No. 19, $9.00.

Weights, Sash—Sectional, 1 lb. per 100 lbs., $2.75; sectional, ½ lb., per 100 lbs., $2.85; solid, 3 to 30 lbs., per 100 lbs., $2.50.

Wheelbarrows—Navvy, steel wheel, $105 a dozen; garden steel, $78.75; light garden, $84. F.o.b. Montreal, Toronto, London.

Wrenches, Crescent, list plus 10%.

Wringers, Clothes — Domestic, No. 531E, $115; Dom. Bench, No. 541EB, $174; Favorite, No. 511E, $105; Favorite, No. 512, $112; Royal Canadian, $94; Favorite, No. 514, $133; Ottawa, No. 331E, $105; Ottawa Bench, No. 341EB, $162; Challenge, No. 311E, $95; Warranty, $115; Bicycle, 11 in., $105; Eze, $102; Rapid, $92; Eureka, $64; Blue Belle, $115; Blue Belle, Folding B, 164; Rival, $105; Model, $97; Imperial, $102. Discounts from above list 30%.

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Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Fence Plates.

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Gasoline Pumps and Tanks, Air Pressure Tanks and Receivers, Air Compressors, Pneumatic Tanks and Pumps, Galvanized Tanks, round and square. Write for New Catalogue.

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Diamond Dual Circulating Pumps For Ford Cars



This better pump is the result of scientific construction Among the features of improvement is a specially constructed stuffing box which prevents leakage; a screw propeller which forces circulation, and an oak lea her belt, specially treated, insuring long life. Easily installed, no drilling or mechanical change being necessary.

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Other products of ours include:

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Our Catalogue "P" will interest you. Write for it.

Stratford Manufacturing Co. Ltd.

Stratford, Ontario

PAINTS AND OILS

Alabastine—Colors and white — 2½ lb. packages, $10.10 for 100 lbs.; 5 lb. packages, $9.60 for 100 lbs. F.o.b. Paris or nearest jobbing house.

Beeswax—Small quantities, 45c per pound; larger quantiites, 40c.

Blue Stone—Per lb., bbls., 7c; less quantities, 10c.

Borax—Lump crystal or powdered borax, 10c pound.

Bronzing Liquid—Bronzing liquid, No. 1, $2.25 a gallon. Banana oil, $4.25. a gallon.

Brushes—Floor waxing—Acme, 15 pounds, $2.70 each; 20 pounds, $3.25; 25 pounds, $3.80.

Coating—Cement coating, P. & L., $5.40.

Coal Tar—In quart tins, per case of three dozen, $3.75 per dozen; less than cases, $3.95 per dozen.

Colors (Dry)—Per pound—

Raw and Burnt Umber, 100 lb. kegs, No. 1, 6-9½c; less quantities, 11-15c.

Raw and Burnt Sienna, 100 lb. kegs, 6-9½c; less quantities, 12-15c.

Imp. green, 100 lb. kegs, 15c.

Chrome green, C.P., 40-45c.

Chrome yellow, 25-35c.

Brunswick green, 100 lb. keg, 11-13c.

Indian red, 100 lb. keg, 15-20c; No. 1, 100 lb. keg, 8c.

Lamp black, in bulk, 24c; packages, 25-28c.

Venetian red, best bright, 6½-9c; No. 1, 3¾-5½c.

Drop black, pure dry, 12-15c.

Golden Ochre, 100 lb. kegs, 5c.

White ochre, 100 lb. keg, 6c; barrels, 5c.

Yellow ochre, barrels, 3-6c.

French ochre, bbls., 5-8c.

Spruce ochre, 100 lb. keg, 5-8c.

Can. red oxide, bbls., 3c.

Super magnetic red, 5c.

Vermillion, Mexican, 75c.

English vermillion, $1.85.

Colors in Oil—Pure, in 1 lb. tins:

Venetian red, 27c; Indian red, 30c; Chrome yellow, pure, 50c; Golden ochre, pure, 34c; French spruce ochre, pure, 29c; Greens, pure, 35c; Siennas, 36c; Umbers, 36c; Ultramarine blue, 70c; Prussian blue, 95c; Chinese blue, 95c; Drop black, 42c; Ivory black, 44c; Signwriters' black, pure, 48c; Imperial black, 25 lb. irons, 39c.

Colors—Mortar—Brown, per pound, 2¼c; red, 2¼c; black, 7c; buff, 3c.

Dryers—I. V. housepainters' japan, gal cans, $3; I. V. liquid dryer, $2.75. Discount, 50 per cent. on both these. Housepainters', $1.15.

Enamels (White)—Per gallon: Dougall white enamel, $7.43; Vitralite, $7.77; Duralite, $6; Old Dutch, $6.27; B-H "White" Enamel, $6.50; Martins, white, $7; Satinette, $7.23; C. P. Co. Albagloss, $6.30; C. D. Master Painters, $6.75; Mooramel, $7; Lowe Bros., Linduro, $7; Sunshine, white, $6; Kyanize, $8; Solpar, $4.50; Paripan, $9; Jasperlac, $4.25; Invincible, $6; Hillcrest, $7; Adelite, A. & E., $7.65; Adelite, A. & E., $5.40; Floglaze, $4.50; Ripolin, $7.09.

Glue—English, sheet, per lb, 24 to 30c; White pigsfoot, 50c; Cake bone, 112 lb. bags, 24 to 30c; Hides, 112 lb. bags, 30 to 32c; Ground glues, 112 lb. bags—English, per lb., 22 to 24c; Canadian, 16 to 18c.

Glass— Case lots.	Star or Double 16 oz.	24 oz.
Up to 25	$ 6.00	$ 9.80
26 to 40	7.45	12.20
41 to 50	8.10	13.30
51 to 60	8.45	13.80
61 to 70	8.80	14.40
71 to 80	9.30	15.15
81 to 84	10.85	17.65
85 to 90	11.40	18.50
91 to 95	....	20.65
96 to 100	....	22.35
.....	....	25.05
.....	....	27.80

Cut size sheet glass, 75 per cent. off November, 1920, list.

Glaziers' Points—Zinc coated, 7c ½ lb. package.

Lead, White—(Ground in oil)—Prices are per 100 lbs. in ton lots. Less than ton lots are 35c per 100 lbs. higher than quoted below. F.o.b. Brantford, 50c; London, 55c; Windsor, 60c per 100 lbs. F.o.b. Toronto William and Port Arthur. 75c per 100 lbs. Maritime differential 50c per 100 lbs. over Montreal.

	Montreal.	Toronto
Anchor, pure	$12.75	$13.20
Champion, pure	12.75	13.20
Crown Diamond, pure	12.75	13.20
and Hamilton, 45c per 100 lbs. F.o.b. Fort		
Green Seal pure	12.75	13.20
I. V. Perfection	12.75	13.20
Ramsay's pure	12.75	13.20
Moore's pure	12.75	13.20
Tiger, pure	12.75	13.20
O.P.W., Dec., pure	12.75	13.20
Elephant Genuine	13.25	13.70
BB Genuine, less than tons	14.10	14.55

Lead (Red Dry)—Per 100 lbs.—Genuine, 560 lb. casks, $11.00; Genuine, 100 lb. casks, $12.00; less quantity, $13.00. F.o.b. Montreal and Toronto.

Linseed Oil—(Raw)—Per gal.—1 to 2 bbls., $1.15. Boiled—1 to 2 bbls., $1.18.

Litharge—Casks, per cwt., $9.25; smaller quantities, per lb., 10¾c.

Muresco—Per 100 lbs.	White.	Tints.
350 lb. bbls.	$7.15	$8.25
200 lbs., half bbls.	8.00	9.10
100 lbs., kegs	8.25	9.35
Cases, 20 5-lb. pkgs.	8.80	9.90

Paints, Prepared—Price per gallon, 1 gallon can basis—

C. P. Co. Elephant white, $3.85; Sanitone, white, $3.45; Sanitone, colors, $3.35; C. P. Co., pure white, $3.95; C. P. Co., pure colors, $3.60; C. P. floor paint, $3.55; Elephant floor paint, $3.30; Victoria floor paint, $2.90.

B-H English, colors, $3.60; English, white, $3.95; Fresconette, white, $3.45; Fresconette, colors, $3.35; floor, $3.55; porch floor, $3.60.

Crown Diamond, white, $3.70; colors, $3.35; floor, $3.30; porch, $3.30; flat wall tone, white, $3.45; colors, $3.35.

Moore's House Colors, white, $4.35; House Colors, colors, $4.10; Preesrvo Paint, white, $2.95; colors, $2.85; floor paint, $3.80; Sani-Flat, $3.80; Porch and Deck Paint, $4.10.

I. V. Elastica, white, $3.55; Elastica, colors, $3.70; Flatine, int. wall, white, $3.45; Flatine, int. wall, cilors, $3.35.

Lowe Bros., H. S. White, No. 328, $3.95; H. S., color, $3.60; H. S. floor, hard drying, $3.55; H. S. Porch, $3.60; Mellotone, flat wall, white, 3.50; color, $3.35.

Jamieson's Crown Anchor, $3.45.

O.P.W. Canada Brand, white, $3.95; colors, $3.60; floor, $3.55; Flat Wall, white, $3.45; color, $3.35.

Ramsay's Pure, white, $3.80; colors, $3.45; floor, $3.40; porch, $3.45.

Glidden's white, $3.95; colors, $3.60.

Martin-Senour, 100%, white, $3.95; colors, $3.60; porch, $3.60; Neutone, white, $3.45; Neutone, colors, $3.35; floor paint, $3.35.

Sherwin-Williams, white, $3.95; colors, $3.60; floor, $3.60; porch, $3.60; Flat Tone, white, $3.45; colors, $3.35.

Maple Leaf, white, $3.95; colors, $3.60; floor, $3.55.

Pearcy's Prepared, colors, $3.05; white, $3.40; floor, $3.

Adelite, white, $3.95; colors, $3.60; Industrial white, $3.50.

Barrett's Everjet Elastic Carbon Paint—Barrels, per gal., 80c; half barrels, 85c; 5s and 10s, 95c; 1s, per case, doz., $12.00.

Everjet Black Enamel—Crates, 2 doz., 8 oz., $1.45; crates 12 doz., 8 oz., $1.40; 1 gal. cans, gal., $1.50; 5-10 gal. cans, gal., $1.35; barrels-half bbls.. gal., $1.25.

Carbosota Liquid Creosote Oil—Barrels, 60c; half barrels, 65c; 5s and 10s, gal., 95c; 1s (case 12 gals.), Montreal, $8.50; Toronto, $9.50.

H., T. & A. Co.'s Creosote Oil—Barrels, 45c; half-barrels, 50c; 5s and 10s, 60c. F.o.b. Montreal and Toronto.

Paris Green—100 lb. lots—½ lb. paper cartons, per lb., 52c; 1 lb. paper cartons, 50c; ½ lb. tins, 54c; 1 lb. tins, 52c; 25 lb. tins, 48c; 50 and 100 lb. drums, 46c; 250 lb. kegs, 44½c; 100 lb. barrels, 44c. Terms: 1 per cent. 15, or 30 days net. F.o.b. Montreal, Toronto, Hamilton, London, Ottawa, Quebec, Moncton, St. John's and Halifax. Yarmouth and P. E. I. points ¼c per lb. extra.

Polish (O-Cedar)—4 oz. bottles, doz., $2.10; 12 oz. bottles, $4.20; 1 qt. can, $10.50; ½ gal. cans, $16.80; 1 gal. cans, $25.20.

Putty (Standard)—Less than tons—Bulk, bbls. (800 lbs). per cwt., $5.90; 100 lb. drums, $6.75; 25 lb. drums, $7; 12½ lb. irons, $7.25; Bladders in bbls. (400 lbs.), $7.65; in cases (100 lbs.), $7.75. Tons 35c lower. Pure linseed putty, $2 cwt. advance on above prices. Hamilton prices same as Toronto; Windsor and London 5c advance on above.

Plaster Paris—Single barrels, $4.

Rosin—Barrel lots, per 100 lbs.—G., medium grade, $5 to $7.50; water white, $7 to $9.50.

Remover (Paint and Varnish)—High Standard, $3; Taxite, 1 gal. cans, $3; B-H Vanisher, $3; Chalco, $3; Klensa, $3.60; Cumoff, $3; Dougall Lingerwett, $3.25; Takeoff, $3; O.P.W. Presto, $2.60; Solvo, $3.60; Varn-off, $3; Adelite, $3.

Shellac—Per gal. in bbls—White, $4.65; orange, $4.15. Gal. jugs, white, $5; orange, $4.50. F.o.b. Toronto, London, Montreal.

Sulphur—In 100 lb. bags, per pound, 4½c.

Shingle Stains—	Ordinary Colors.	Greens
Sherwin-Williams	$1.39	$1.60
B-H Anchor	1.40	1.60
M. L. Creosote	1.40	1.60
Soligum	1.25	1.60
Martin Senours	1.40	1.60
Elastica	1.40	1.60
Hillcrest	1.40	1.60
"C.D." Shingle Stain	1.20	1.40
Canada Paint	1.75	2.00
O.P.W. Creolin	1.30	1.50

Tar—Coal tar, refined, $10.50; crude, $9.25.

Turpentine—Single bbls., gal., $1.30; 2-4 bbls., gal., $1.29; 5 gal. lots, per gal., $1.45.

Varnishes—Per gal. cans—B-H Floors, $4.08; Maritime Spar, $5.13; Hard oil, $2.76; Gold Medal, $3.42; Elastilite, $3.85; Granitine Floor Finish, $3.85; Hydrox Spar, $3.95.

C. P. C. Sun Varnish, $4.30; Sun Aero Spar, $4.50; Sun Waterproof Floor, $4.40.

Glidden Wearette, $3.90; floorette, $3.90.

I. V. Elastica, No. 1, $4.39; No. 2, $4.48; Floor, $4.

Jasperite Interior and Exterior, $3.75; Indestructo, floor, $3.75; Pale Hard Oil, $3.75.

P. & L., No. 61, $5.04.

Jamieson's Copaline, $4.

M-S Marble-Ite Floor, $4.22; Wood-Var, $4.06; Durable Spar, $5.13; Finest Interior, $4.87.

Moorlastic Floor, $4.25; T. 45 Floor, $3.50; Moorvar Interior, $3.25; Moore's Spar, $5.

S. W. Elastic Interior, $3.14; Mar-not, $3.93; Quick Action House, $2.65; Rexspar, $5.04; Scar-Not, $4.66.

Lowe Bros., durable floor, $4.50.

Solpar, Spar Marine, $6; House Spar,, $4.50; Floor, $4.50; Interior, $3.50.

Kyanize Spar, $5.15; Cabinet Rubbing, $4.85; Interior and Floor, $4.85.

Luxeberry light, $4.72; Granite, $4.90; Spar, $5.62.

Ramsay's Universal, $3.75; Agate Floor, $3.95; 400 Hard Oil, $3.25.

"C. D. Big 4" Exterior, $5; Interior, $4.50; General purpose, $4.18; Furniture, $2.25.

Dougall Univernish, clear, $4.40; Transparent, spar, $4.90; Transparent, floor, $4.40.

Adelite, No. 103, Floor, $3.90; No. 105, Flat, $3.90; No. 100, Spar, $5.70. F.o.b. Montreal and Toronto.

Water Paints—Per 100 lbs. in 5 lb. packages—Frescota, white, $8.50; Decotint, white, $8.50; Coralite, white, $9; Perfecto, white, $8.50; Rockface, bbls., 250 lb., 5c; Opalite, 300 lb. bbls., 17½c; Opalite, 100 lb. pkg., 18½c; 1 gal. packages, per pkg., $1; ½ gal. package, per pkg., 52½c; Ramsay's "Ideal," 310 lb. bbls., 40½c; Sturgeon's Solpar, 40c.

Waste—Cream, polishing, 19c.

White—xxx, 18c; xx, 16c; x, 15c; xc, 14c; xxx ex, 16½c; xx grad., 15½c; XLCR, 14½c; X empire, 13c; X press, 11½c.

Colored—No. 1, 13½c; No. 1A, 11½c; No. 17, 12½c; No. 1B, 10½c; Fancy, 14c; Lion, 12½c; Standard, 11c; Popular, 10c; Keen, 9c. Discount for quantity.

Wax—B-H Wax, 45c; Berry Bros., 70c; Imperial Floor Wax, 35c; Anchor, 38c; O.P.W. Lion Brand, 38c; Old English, 67c; Johnson's, 67c; Jamieson's liquid wax, gal., $3.50;Ramsay's, 45c; Martin-Senours, 38c; I. V. Wax, 38c; Sherwin-Williams, 60c; Solpar, $8.80 to $9.90; Crown Diamond, 40c; Hillcrest, 45c; Plymouth Rock, 45c; Champion white, 50c; Ad-el-ite paste, 45c.

Whiting—Plain, in bbls., $2.50; Gilders, bolted in bbls, $2.75.

Wood Alcohol—Per gal.—In five gallons. $1.75; Methylated Spirits, $1.90 to $2.55.

Wood Filler (Paste)—Kleartone—Forest green, fumed and mahogany—1 lb. cans, 30c a pound; 2 lb., 35c; 5 and 10 lb., 33c; 25 lb., 31c. Discount 50 per cent.

Wood Filler (Liquid)—Crown Diamond, per gal. in qt. tins, $1.70.

Oils—Royalite, 21c a gallon; Palacine, 24c; Gasoline, net, 32½c. Above prices net.

Black oil (summer), 23.1c a gallon; Black oil (winter), 24.1c; Capital, cylinder, 75.6c; mach. oil, reg. grades, 43.6c; Imperial gas engine oil, 63.6c; Paraffine, 23.6. List less 10% on above.

Imperial kerosene, tractor, heavy, $1; extra heavy, $1.10. List less 15%.

Polarine, $1.15 per gallon; Polarine, medium, $1.15; Polarine, heavy, $1.15; Polarine, ex-heavy, $1.50. List less 25%.

Fuel oil, per barrel, net, 09.90 cents a gallon; from tank wagons, net, 08.90c; tank cars, net, 07.90c. Prices shown are barrel basis, unless otherwise specified. Barrels charged extra.

TRADE MARK
LACQUERET
HOUSEHOLD LACQUER

VARNISH STAINS

It Sells, Satisfies and Pays The Dealer A Handsome Profit

Lacqueret is a household laquer designed to beautify and preserve old, marred or scratched furniture, dingy wood work, dirt stained floors and the hundred and one odds and ends around the home.

Composed of soluble, permanent colors, combined with a special elastic, hard drying floor varnish Lacqueret will not cloud or disfigure the natural grain of the wood. It possesses exquisite color richness and retains its beauty for an exceedingly long time.

Lacqueret is put up in cans with an eye-catching label that gets attention quickly and makes displays resultful. It is one of our most powerful sale producers.

In addition to Lacqueret, International Varnish specialties include a varnish, paint, stain or enamel fit for any and every requirement.

May we send you price list and full particulars about our complete line of Elastica products.



"Save the surface and you save all" Paint & Varnish

Made In Canada By

INTERNATIONAL VARNISH CO. LIMITED

Montreal Winnipeg TORONTO Halifax Vancouver

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HARLEY & SON

DECORATORS FOR EXHIBITIONS, CARNIVALS *and* TOWN CELEBRATIONS

We Decorated the Armouries for the 1921 and 1922 Hardware Conventions and for the "Made in Hamilton" Exhibition—all great Successes.

Let us do your next special decorating job. No job too small—none too large.

45 Charles St. HAMILTON



Telephone Crossarm Treated with Solignum. Dipped and Sawn in half after three days Note Penetration at points where needed.

Solignum
WOOD PRESERVATIVE & STAIN

Proprietors—
MAJOR & Co.,
Hull, England

Solignum is supplied in—Browns, Reds, Greens and Greys—in one, five and forty gallon packagss.

Write for Agency Plan

Solignum is recommended for: all EXTERIOR WOODWORK such as SHINGLES, half tinber work, timbers set in concrete, bridge timbers, telegraph poles, scows, tables, fences, posts, pig pens, ties, etc.

Solignum Interior Stain is a new line and splendid seller also.

STURGEONS, LIMITED, 66 Richmond St. East, Toronto

(The "Solignum" Distributors for Canada.)



Your Farmer Customers Can Always Rely Upon—

COMMONWEALTH BARN PAINT

IT'S a Sherwin-Williams Product—one of the "Cover the Earth" quality group—made to furnish **paint insurance** on Barns, Silos, Outhouses, Wood Roofs, Fencing and other farm property requiring protection against wind and weather.

Commonwealth Barn Paint is a rich heavy-bodied Red or Gray of unusual covering power, even on rough lumber. Good looking and extremely durable, it is just the kind of paint a farmer will appreciate—the kind that reflects favorably upon the dealer selling it.

Farmers everywhere know Commonwealth Barn Paint and the other "Cover the Earth" Paints and Varnishes. That's why these S.W. Products are so easily sold and why S.W. dealers everywhere are securing the greater share of the paint demand.

Why not investigate this agency proposition? A post card addressed to any of our branches will bring you full particulars by return mail

"Save the surface and you save all" Paint & Varnish

THE SHERWIN-WILLIAMS CO.
of Canada, Limited
PAINT, VARNISH & COLOR MAKERS
LINSEED OIL CRUSHERS
FACTORIES: MONTREAL, TORONTO, WINNIPEG, LONDON, ENG.
OFFICES & WAREHOUSES: MONTREAL, TORONTO, WINNIPEG, CALGARY, VANCOUVER, HALIFAX, N.S.
LONDON ENG.

Floglaze

"The Finish That Endures"





The Seven

Floglaze

LINES:---

Exterior Surfaces	Velvet Finishes
Home & Farm	Porch & Verandah
Art Shades	Lac Shades

Auto Finishes

THE IMPERIAL VARNISH & COLOR CO. LIMITED

HEAD OFFICE TORONTO CANADA

MONTREAL WINNIPEG VANCOUVER

PAINT & VARNISH LIMITED
MONTREAL
243 Beaver Hall Hill

Sole Distributors for Manitoba, Saskatchewan and Alberta
MILLER-MORSE HARDWARE CO.
THE BIG WINNIPEG HOUSE

Distributors for British Columbia
The Callander Shore Co., Limited
155 Pender St. West
Vancouver

April 1922 Vol. 14, No 3. (Old Series) FEATURING SPRING BUYING Vol. 3, No.4. (New Series) $1.00 Yearly

HARDWARE AND ACCESSORIES

PAINTS·ELECTRIC·HOUSEWARE·HEATING·LIGHTING·

Published Monthly by WESTON WRIGLEY
123 Bay Street, Toronto.

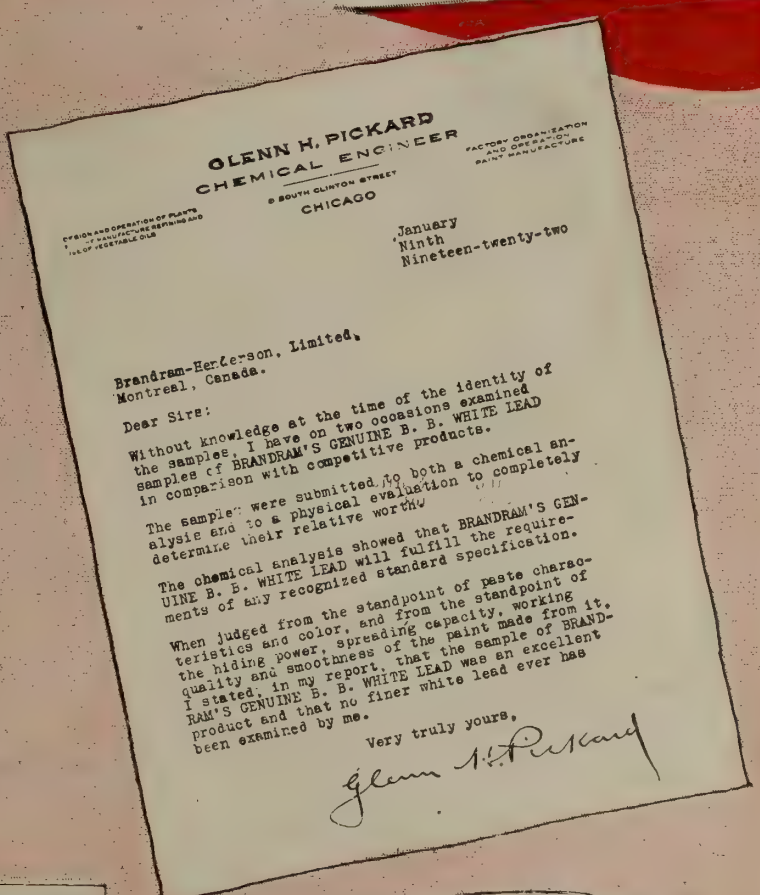


BRANDRAM'S GENUINE B B WHITE LEAD

pronounced the best by an independent expert.

When one of the foremost chemists on the continent states that he has never seen a finer White Lead than Brandram's Genuine B. B., it speaks volumes for the superiority of our Canadian product.

During ten generations Brandram's Genuine B. B. White Lead has maintained its world-wide reputation as the premier White Lead in oil, excelling as it does in spreading and covering qualities as well as in durability.



GLENN H. PICKARD
CHEMICAL ENGINEER
8 SOUTH CLINTON STREET
CHICAGO

January
Ninth
Nineteen-twenty-two

Brandram-Henderson, Limited,
Montreal, Canada.

Dear Sirs:

Without knowledge at the time of the identity of the samples, I have on two occasions examined samples of BRANDRAM'S GENUINE B. B. WHITE LEAD in comparison with competitive products.

The samples were submitted to both a chemical analysis and to a physical evaluation to completely determine their relative worth.

The chemical analysis showed that BRANDRAM'S GENUINE B. B. WHITE LEAD will fulfill the requirements of any recognized standard specification.

When judged from the standpoint of paste characteristics and color, and from the standpoint of the hiding power, spreading capacity, working quality and smoothness of the paint made from it, I stated, in my report, that the sample of BRANDRAM'S GENUINE B. B. WHITE LEAD was an excellent product and that no finer white lead ever has been examined by me.

Very truly yours,

Glenn H. Pickard

BRANDRAM-HENDERSON LIMITED

MONTREAL HALIFAX ST JOHN TORONTO WINNIPEG
MEDICINE HAT CALGARY EDMONTON VANCOUVER



"OAKVILLE"



Globe Teapot
3 to 4 Pints



Perky Teapot
3 to 4 Pints



Regular Tea Kettle
8 to 14 Pints

The Aluminium Ware Par Excellence

Aluminium Ware has firmly established itself with the housewives of Canada. They take pride in their accumulations of it—adding one piece after another until their outfits are complete. The dealer who sells durable, dependable "OAKVILLE" Ware is sure of a steady, growing patronage.

New Selling Features
For 1922 Include—

Welded Spouts on Tea Kettles and Tea Pot

A sample order will prove that "OAKVILLE" ware sells readily.

Will Outware Any Wear

WARE MFG. CO. LTD. OAKVILLE PURE ALUMINIUM WARE

All Leading Jobbers Sell "OAKVILLE"

Aluminium Ware Mfg. Co., Limited
Oakville, Ont.

Richardson and Bureau, Montreal, *Selling Representatives*



BE WISE!





WRITE FOR PRICES

Owl Brand Strip Slates, size 36 x 12, red and green. They save time and will not curl.

Owl Brand Slate Surfaced Roofing, red and green, 108 square feet, 85-lb. roll. Write for dealer samples.

FACTS WORTH WHILE

Owl Roofing is made in 1, 2, 3, 4, 5-ply; is fire resisting and free from taint in rainwater; each roll contains 108 square feet, 32 inches wide: enough to cover a space 100 feet square, and allow sufficient lap. Nails, cement for seams and instructions for laying are included.

BE READY FOR A VIGOROUS DEMAND

Owl Brand Roofing has captured a big bunch of enthusiastic dealers and everything points to a whirlwind Spring business with the the fastest selling Roofing on the market. Owl Brand Roofing makes the most profit for you, and brings customers back for more--write for samples and our proposition to dealers.

W. WALKER & SON, LIMIT ED

Wholesale Hardware and Iron Merchants

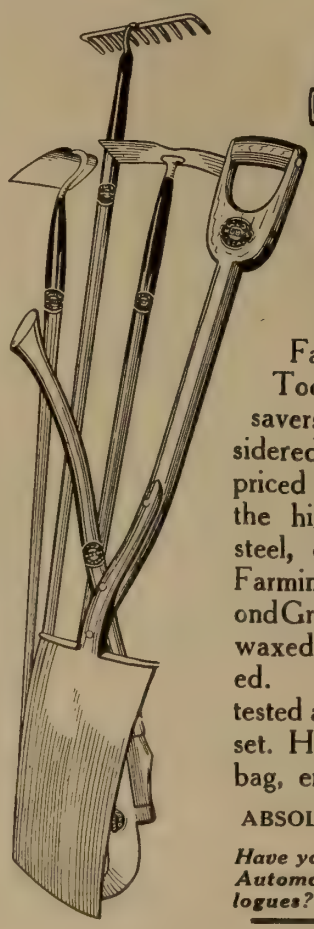
10-16 Alcorn Ave. - Toronto

OWL ROOFING

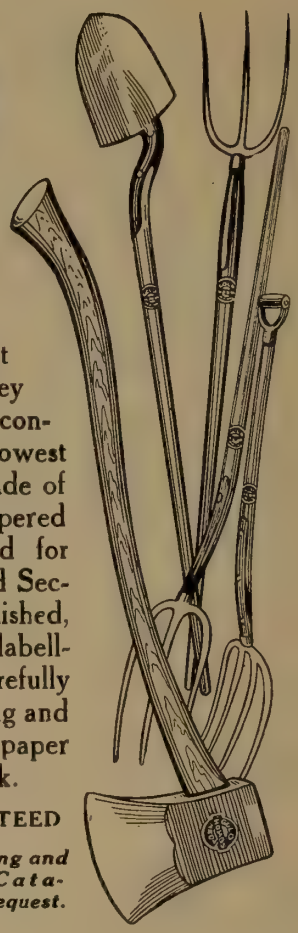
OWL ROOFING

"Hobbs Gold Medal Grade"

The First for Quality ***The Best for Value***



GOLD HOBBS MEDAL



"Gold Medal" Farm and Harvest Tools are real money savers. High quality considered, they are the lowest priced tools made. Made of the highest grade tempered steel, especially adapted for Farming Tools; selected Second Growth Handles, polished, waxed, and attractively labelled. Each tool is carefully tested as to balance, hang and set. Handles encased in paper bag, ensuring clean stock.

ABSOLUTELY GUARANTEED

Have you received our Spring and Automobile Accessories Catalogues? Gladly sent on request.

THE HOBBS HARDWARE CO., LIMITED

LONDON -:- ONTARIO

The "Why"
of the Safety Razor

YOUR customer comes to you sold on the safety razor principle—good, clean shaving without the bother of stropping or honing—wanting this operation done for him—willing to charge his blades to "Convenience."

The sale that builds business is the article that gives a man exactly what he goes after.

With the Brownie Gillette to take care of one class of your trade, and the New Improved Gillette for the man who wants only the best, you can give all your customers what they want—the simplest and best means of shaving.

Neither razor has parts that can wear out or get out of order Both razors use the same fine Gilllette blades you have always known.

The Brownie gave the best shave that was know uuntil the New Imprvved Gillette was invented. The New Improved Gillette gives the closest, cleanest, and most comfortable shave known to modern seience.

The New Improved

Gillette Safety Razor

Patented Canada Aug. 31, 1920



A Double Message to Hardware Merchants

Here is a sales-making opportunity that you should not pass by—

Silverware prices are down
A new Counter Cabinet that sells Silverware

This is the combination that has proven a sales-reviver and a profit-maker to Hardware Merchants all over Canada. Look at the cabinet. It is a handsome case that sits on your counter. A display card in colors attracts the attention of your customers. In the velvet-lined tray, a variety of pieces are arranged for convenient display. eBneath the tray is your stock of flatware. Can you imagine any way more attractive, more interesting to your customers, and more convenient to yourself for displaying flatware?
The beautiful Revere pattern shown on the page opposite is regularly sold with the Display Cabinet.

The Cabinet and complete set of Flatware is sold to dealers at a very attractive price—the resale prices make a generous profit. Write to us to-day for particulars or ask our salesmen.

Canadian Wm. A. Rogers Limited

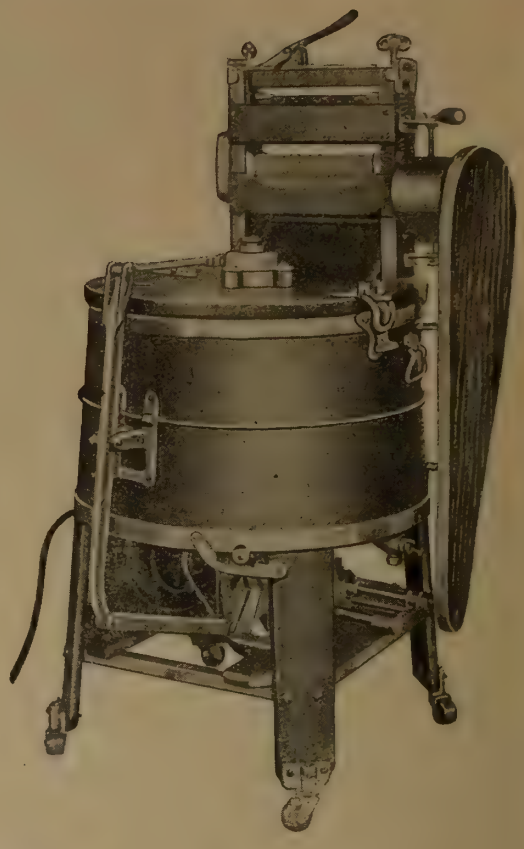
570 King St. West, Toronto

Downtown Showroom, Kent Building


REVERE
Tea Spoons
Coffee Spoons
Five o'clock Spoons
Table Spoons
Medium Forks
Dessert Forks

TWO Connor Electrics

The Economy Electric is designed to enable hardware merchants to meet the definite demand for moderately priced electric washing machines. The Economy Electric does that and more. Consider a few of its selling points; Tub of stave-leg design, mounted on four, full-swivel castors; from Cypress lumber of best quality, (the wood most suitable for washing machine construction), stationary wringer, 11-in. rolls of best quality; safety release; reversible water board; simple in design.





The Connor Electric Model 1.

To describe this briefly: best quality extra thickness Cypress tub, mounted on a strongly braced steel frame galvanized; tilting tub for thorough drainage. Swinging wringer with best quality 12" rolls, reversible water board, and safety release.

Write for prices on our full line. Electric, belt driven, water power, hand operated washers, clothes wringers, woodenware.

J. H. CONNOR & SON

LIMITED

Manufacturers of:—Electric, Belt Driven, Water Power and Hand operated Washing Machines, Clothes Wringers, Woodenware, etc.

OTTAWA - CANADA

ESTABLISHED 1875

310 Chambers St., Winnipeg, Man. McPherson Teetzel Co., Vancouver, B. C.

One Way of Buying That Doesn't Pay

THE time is past for buying fencing on a hand to mouth basis. Your customers are making up their minds to buy and they don't like to be kept waiting. If you haven't the stock on hand to supply their requirements they are very apt to buy across the street.

The recent demand for Peerless Fence has been heavy enough to reduce our stocks of several styles to a low point. This may possibly mean some delay in shipping.

For this reason don't put off ordering Peerless Fence until the last minute. Anticipate your customers' demands. It will give you a reputation for quick service that will build business.

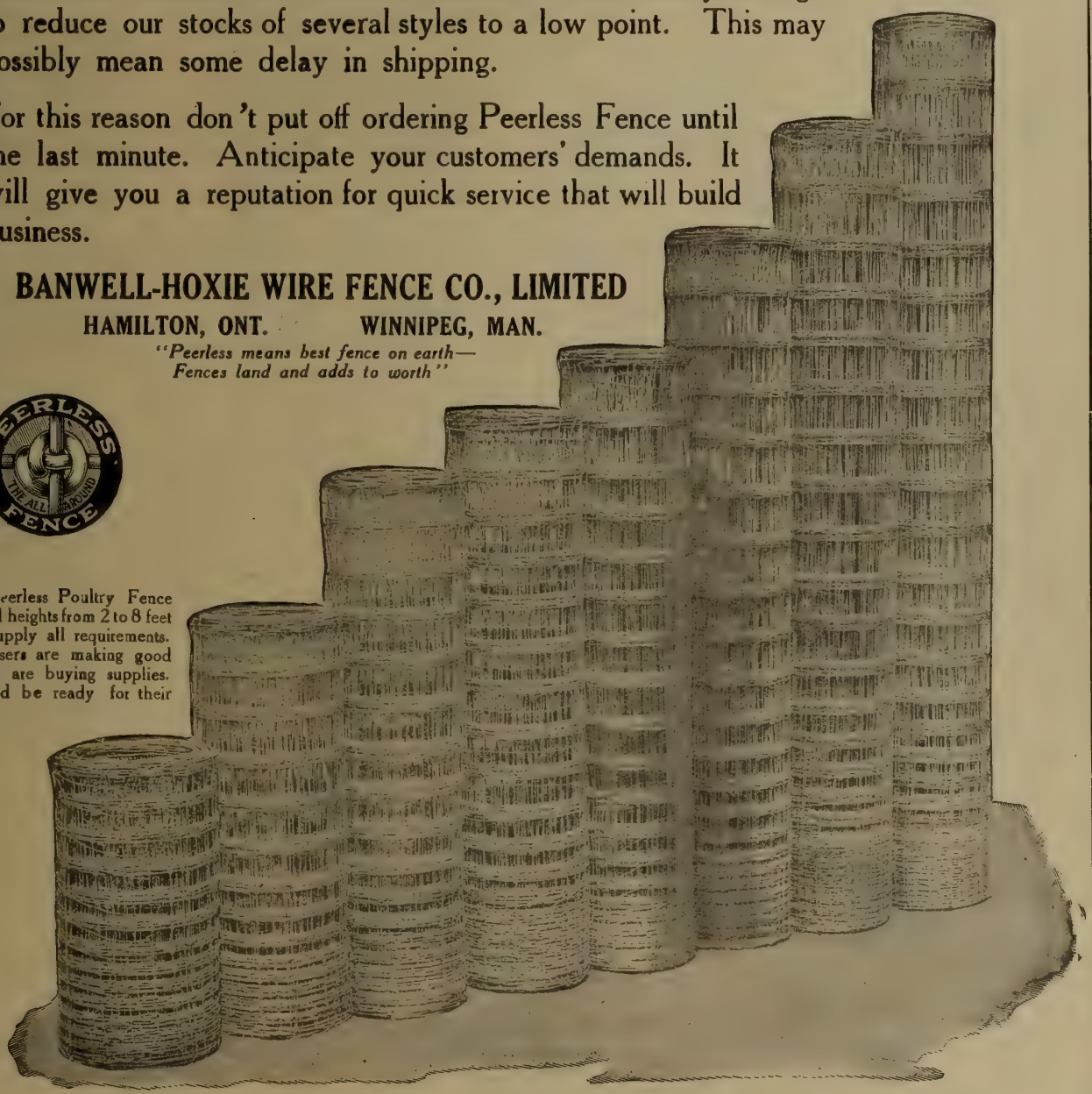
BANWELL-HOXIE WIRE FENCE CO., LIMITED

HAMILTON, ONT. WINNIPEG, MAN.

"Peerless means best fence on earth—
Fences land and adds to worth"

PEERLESS THE ALL AROUND FENCE

Because Peerless Poultry Fence comes in all heights from 2 to 8 feet you can supply all requirements. Poultry raisers are making good profits and are buying supplies. You should be ready for their business.



PEERLESS FENCE

Stands Every Test



No. 11 or 12
111 or 112

Strike While the Iron is Hot!

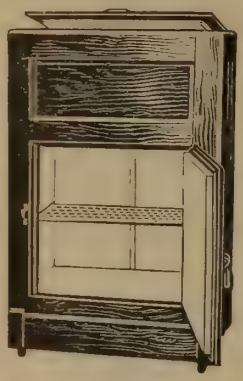
In almost every town where ice can be obtained there are REAL opportunities for the LIVE merchant to sell more Refrigerators

This year particularly opportunities will be more numerous, due to the unfortunate experiences of many who existed last Summer without a Refrigerator.

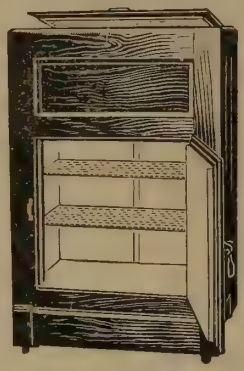
—and this year the price is lower,



No 14
114



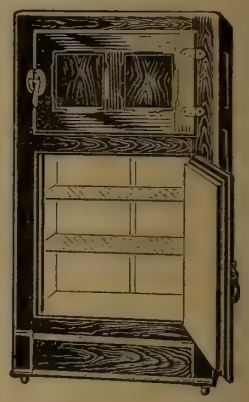
No. 153



No. 155



No. 157



No. 31 or 33

THE PARIS LINE



No. 19 or 29

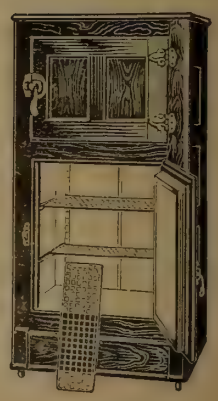
Success depends to a large extent on your selection of the right line to push.

The Paris line merits your careful consideration. Quality, Service and Price are all that could be desired. We will gladly submit a proposition to you and send copy of our 1922 catalogue.

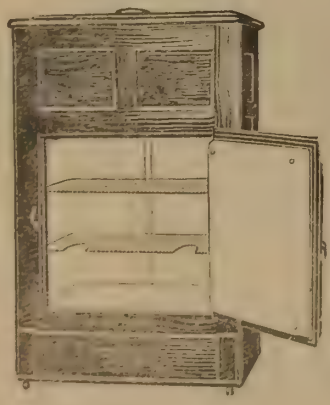
Furthermore—

We advise a prompt decision in this matter. Get your samples in early, and let people know you are in the business. Advertising matter and electros supplied free.

You will find it worth while to get in touch with us



No. 47 or 77



No. 161

The Sanderson Harold Co.

LIMITED

Refrigerators.

Screen Doors **Window Screens**

Combination Doors **Ventilators**



Nos. 171, 172, 173



McClary's

Millions of Dollars

Spent in Advertising McClary's Name

It has cost a lot of money to make McCLARY'S name a household word.

But it *has* been done, even at the cost of millions.

Throughout the past three generations, year in, year out, consistently, painstakingly, the name of McCLARY'S has reached the individual Canadian and Immigrant.

Through every Medium possible, the strong, forceful message has been flung Dominion-wide.

Persistency wins in every business game—we have built on the foundation of goodwill, created with good goods and sustained with sound, logical Advertising.

1922 is following on. The most effective campaign of the past years has started.

Your biggest opportunity, Mr. Dealer, is presented to you *now* to tie up with the name McCLARY'S. Cash in on its productiveness. Make the Cash Register ring.

Our Branches and Salesmen will advise you of our business-getting Campaigns—keep in touch with them.





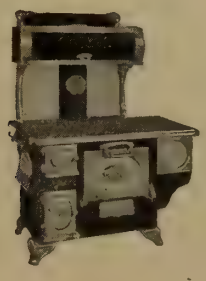
Head Office and Factories:

London, Canada

Branch Offices and Warehouses:

TORONTO MONTREAL WINNIPEG VANCOUVER
ST. JOHN, N. B. HAMILTON CALGARY
SASKATOON EDMONTON









Hardwaremen! Do You Want More Revenue?

We are making an advertising drive this month for the sale of Dennisteel Lockers and Cabinets. Here are lines needed in every factory and office, there are some needed right in your town to-day and you should be able to make sales for us.



We want hardwaremen, the best in each district, to act as our agents. You don't need to stock our goods—have your customers order from catalogue, and we will fill their orders promptly and allow you a good commission.

Write to-day for folders and particulars

THE DENNIS WIRE AND IRON WORKS CO. LIMITED
LONDON
CANADA

Halifax
Montreal
Ottawa

Toronto
Hamilton
Windsor

Winnipeg
Calgary
Vancouver

"YANKEE" QUICK RETURN

In 3 Sizes



With spring in the handle to drive bit quickly.

Holds it extended for overhead work.

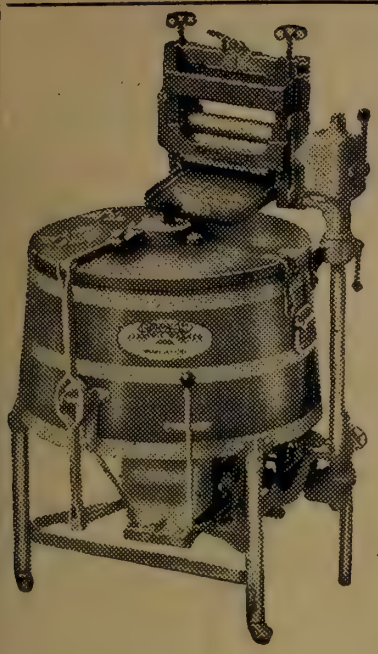
No. 130 — For all general work. Very popular.

No. 131 — Heavy pattern for general house carpentry and heavy screw driving. Becoming very popular.

No. 135 — Small size, for smaller screws, electric work, and wherever a large number of small screws are frequently driven. **Your Jobber will supply you.**

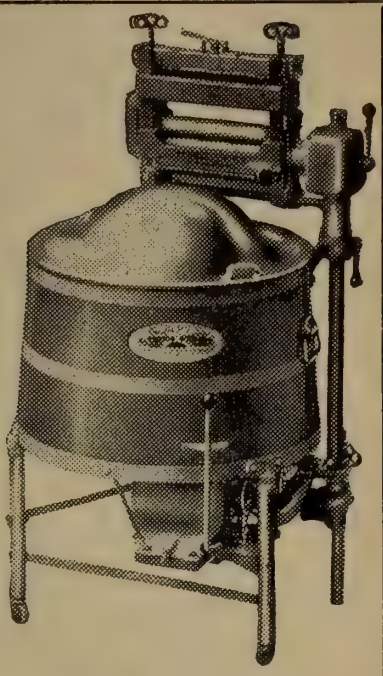
NORTH BROS. MFG.

Philadelphia, Pa.



Maxwell PRODUCTS

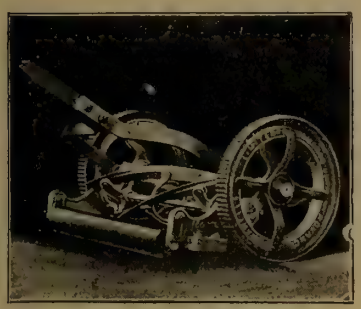
The Standard of Value and Economy in Farm and Home Utensils



The "Minimax" is the newest dolly type Electric Washer and Wringer. It combines all the advanced features of a high-priced machine, but sells at a moderate cost.

The "Mono-Vac" Electric Washer and Wringer operates on the vacuum system. No effort has been spared in its manufacture to produce a perfect-running and handsome machine.

Maxwell Lawn Mowers sell by merit. Obtainable both plain and ball-bearing, with 4 or 5 best quality steel knives and cutting plate. Handsomely finished in colors and aluminum.





Maxwell's H & P (Hand and Power) Washer is a light-running machine with cut gears giving minimum of noise and vibration. Designed especially for purchasers who may later on desire to use engine power.

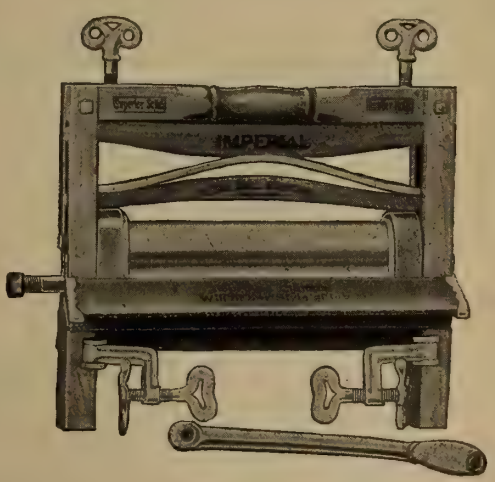


The "Home 65" Food Chopper is an invaluable asset to kitchen equipment. It has four sharp cutting plates, is watertight, and so constructed as to be easily cleaned after use. Made in two sizes, family size and medium.



The "Favorite" Bow Lever Churn is a late improved model. Large roller-bearings, smooth action and durable. Left or right-hand operation.

The "Imperial" Clothes Wringer is one of Maxwell's several excellent types. Has covered gears, ball bearings and improved clamp to fit any tub.



MAXWELLS LIMITED

St. Marys, Ontario

Representatives:

BISSET & WEBB
126 Lombard St.,
Winnipeg.

JAS. S. PARKES & CO.
290 St. Paul St. W.,
Montreal.

How to Stir up More Fence Sales

OF course you can't know all the fences that should be renewed in your territory—so why not ask every farmer who comes into your store how his fences are. That's the way to set him thinking just now when he is soon to put his valuable stock into the pastures! Explain the Frost Hold Tight Lock and the many other superiorities by which Frost Fence proves itself the greatest fence value ever offered. Do this ***now*** and you will stir up many a sale you otherwise would not make.



Frost Hold-tight Lock

Frost Steel and Wire Co., Limited, Hamilton, Canada

Manufacturers of:— Galvanized and Bright Wire; Hay Wire and Bale Ties, Woven wire, Farm, Factory, and Ornamental Fences; Galvanized Gates, Manufacturers' Wire Supplies.

Write for Catalogue



SOLE MANUFACTURERS OF THE CELEBRATED

"MAPLE LEAF" BRAND
STITCHED COTTON DUCK BELTING

STRONG DURABLE ECONOMICAL TRUE RUNNING

Mr. Hardware Merchant—Look over your stock and send in your orders **Now**, to secure present prices, as the cost of duck has been steadily advancing.



MAPLE LEAF BELT DRESSING

The Best for all Kinds of Belts

WRITE FOR SAMPLES AND PRICES

Quebec Branch: 51 Duluth Building, Montreal

DOMINION BELTING CO., LIMITED

HAMILTON - ONTARIO - CANADA

ANNOUNCING

"RED WHEEL BRAND" QUALITY

HARDWARE

For Barns, Garages,
Factories and Warehouses

"The Best Hardware at Reasonable Prices"



OUR AIM—TO UPHOLD QUALITY

Something New and Something Better



Our No. 42
"SCOOTER"
HANGER
and No. 40
TRACK

We are now manufacturing in our new factory an extensive line of "Red Wheel Brand" Hardware for Industrial Buildings, a few of the new lines being---

No.	40	Square Trolley Track
"	40C	Centre Bracket (with coach or lag screws)
"	41	Traveler Square Trolley Hanger
"	42	Scooter Square Trolley Hanger
"	1	Screen Door Pull
"	4	Steel Door Pull
"	5	Steel Door Pull
"	10	Heavy Pitcher Grips Door Pull

Alligator Sliding Door Latches and a full line of FIRE DOOR HARDWARE.

We specialize on DOOR HARDWARE Let us serve you.

We guarantee everything we make.
Ask for our Quantity Prices. They will interest you.

A. C. Jones Company, Limited

386 King William Street - Hamilton, Ontario



The Clay Lawn Dryer

Let us give you a real proposition on the Clay Lawn Dryer. It's a quick seller. The price is right.



Folded

This Dryer is a household necessity. As a labor saver it ranks with the electric washer or the electric iron.

The whole washing is hung up or taken down without a lift or step. No over-reaching, no clothes poles to bother with. The line is always clean and the clothes spotless.

This Dryer folds up like an umbrella. Light and easy to handle. The yard is left clear.

Write us for particulars.

CANADIAN METAL PRODUCTS, LIMITED
GUELPH ONTARIO



5431½ Percolator



5025 Colander



5625 Panel Tea Kettle

VIKO

— A FAST SELLING LINE OF ALUMINUMWARE

VIKO aluminumware is popular because every piece of aluminum kitchen equipment bearing the name VIKO is absolutely guaranteed against defective materials or faulty workmanship. The material that goes into VIKO products is the best obtainable—99 per cent. pure aluminum. And VIKO utensils are designed right—that is an important consideration. The VIKO line is a complete line.

GOOD MATERIALS—GOOD WORKMANSHIP—GOOD DESIGNS. That is why VIKO sells fast and why you should sell it. We'll send a catalogue on request. A post card will do!

GOOD MATERIAL — GOOD WORKMANSHIP — GOOD DESIGNS

ALUMINUM SPECIALTY CO.
OF CANADA
60 JOHN STREET TORONTO, ONT.

QUEBEC AGENTS
BISSONETTE & BISSONETTE
363 ONTARIO ST. E. MONTREAL



EVEREADY
Octagon Head Diffused Light



EVEREADY *Diffused Light Type*



EVEREADY
Pocket Light

Eveready Unit Cells

The battery is the power house of the flashlight. It's easy to keep your flashlight always in working order with bright-burning, long-lived Eveready Unit Cells. They fit and improve all tubular flashlights.



Are You Getting Your Share of the Flashlight Business?

The increase in sales of Flashlights in the last few years is the best evidence that flashlights are a profitable line for the dealer to sell.

There are dealers in Canada, with comparatively small stores, who are turning over thousands of dollars in Flashlight and Flashlight Battery Sales every year. Why? Because Eveready Flashlights are the most convenient, dependable and economical form of portable light made, and the public—your customers—know it.

Eveready advertising has made every man, woman, and child familiar with the Eveready Flashlight. The sturdy construction of Eveready Flashlights and the long life of Eveready Batteries brings safety and comfort wherever a light is needed for temporary use at night.

You should have a share of this profitable business. Write to us for details and prices—or ask your jobber's salesmen.

CANADIAN NATIONAL CARBON CO.
Limited

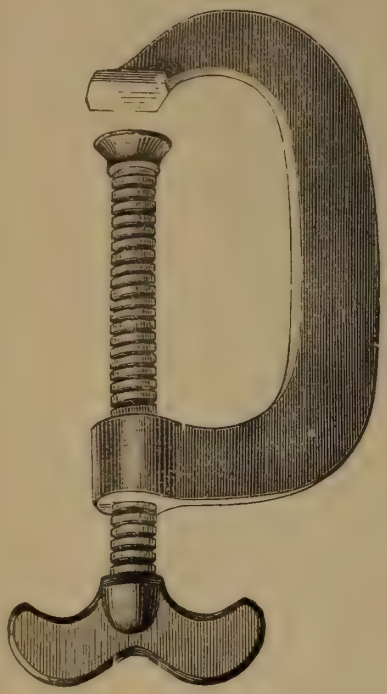
Montreal Toronto Winnipeg Vancouver

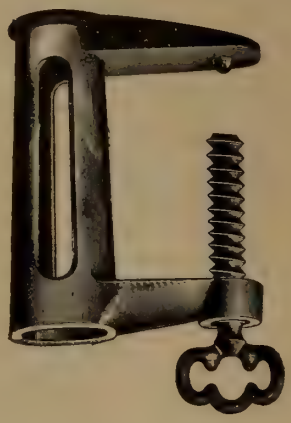
EVEREADY FLASHLIGHTS

—For Safety's Sake

2TE

Clamps For All Requirements



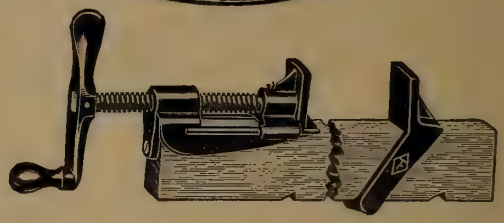




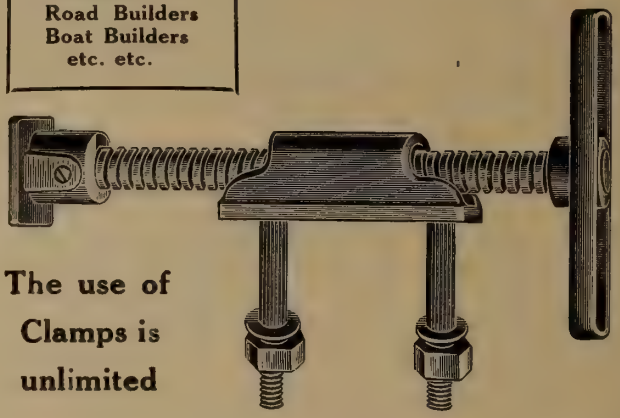


Complete assortment in Clamps for—

Cabinet
Quilt Frame
Carpenters
Joiners
Furniture
Road Builders
Boat Builders
etc. etc.

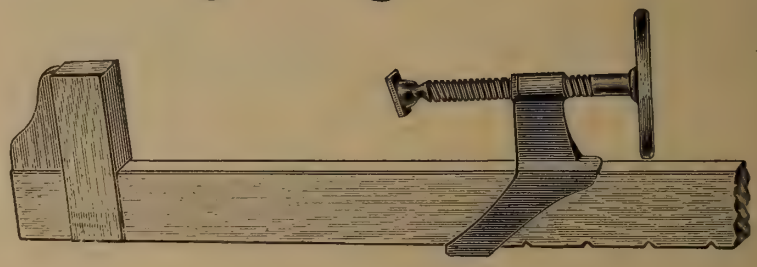






The use of Clamps is unlimited

Ask your jobber about our quick Adjustable Clamp —a positive labor saver



TAYLOR-FORBES COMPANY

LIMITED
Head Office and Works
GUELPH, ONT.

TORONTO MONTREAL VANCOUVER
QUEBEC, ST. JOHN, HALIFAX, WINNIPEG, REGINA, CALGARY

Member Canadian Business Publishers Association

Including CANADIAN HARDWARE STOVE AND PAINT JOURNAL Established 1909

HARDWARE AND ACCESSORIES

PAINTS·ELECTRIC·HOUSEWARE·HEATING·LIGHTING·

Including CANADIAN TIRE AND ACCESSORY JOURNAL Established 1906

Published Monthly by Weston Wrigley, 123 Bay St. Toronto.

Subscription Rates $1.00 per year in Canada, $2.00 to Great Britain Her Dominions, and the United States.

VOLUME 14 TORONTO APRIL 1922 NUMBER 4

WHAT ABOUT YOU ?

A Spring Song by Roger Banwell

Up through the dark soil thrusting,
Up from the waking earth,
Burst ing its winter bondage,
Coming again to birth,
Guerdon of autumn sowing
Hidden the long months through,
Ev'rything now is growing.
What about you ?

Near in the fields and hedgerows,
Far on the distant wold,
Flower and leaf, unfolding
Purple and green and gold,
Prove in their beauty glowing
Promise of spring come true,
Ev'rthing now is growing.
What about you ?

Over a world in clamour
Rings there a mighty call,
Nature sends forth a challenge,
Asking of each and all—
" What have you got for showing ?
Bring now your works to view.
Ev'rything else is growing :
WHAT ABOUT YOU ? "

WHEN EARLY BOOKING PAYS

No goods are really sold until they are used or in the consumers hands. Wise salesmen realize this and do not overload their customers.

And successful salesmen go a step farther by helping their retail customers move their goods out of the store and into the consumers hands.

One paint salesman in Ontario who has a reputation for helping his customers turn over their stocks completed the canvass of his territory and had every one of his 130 customers booked up by March 1, this year.

With his "quota" secured and all their expected requirements booked, the salesman could relax his efforts if he so desired. But instead, he is planing a few months' active work moving the stock off his customers shelves. He will dress windows, make a personal canvas of prospective builders and paint users whose names are given by his dealers, and he will keep his sales manager supplied with lists of farmers, builders and house owners who are live prospects for paint this season.

And frequently he will make sales greater than the dealers has in stock, thus creating an immediate order for his house.

Early booking pays both dealer and salesman. To make sales the retailer must have goods. And how much better to book early and give the salesman an opportunity to devote his efforts to complete the sale of his goods by helping to get them into the consumers' hands.

PAINT AND HORSE POWER

ALL the horse-power of Niagara is simply beautiful scenery unless it is harnessed and set productively to work," said Ernest T. Trigg, addressing the convention of paint manufacturers in Atlantic City recently.

He might have gone further, points out the National Hardware Bulletin, and said that even after the horse-power is harnessed and is producing millions of kilowatts of energy, even after the wires carrying that energy are stretched to the homes of men, there is nothing more than scenery until those to whom the current is made available take advantage of their opportunity.

A Niagara of horse-power has been harnessed and set productively to work in the paint industry. A tremendous campaign, financed by the paint and varnish manufacturers as a group, is under way. The object of this campaign is to quicken the buying impulses of the property owners—to sell him more than ever the idea, "Save the Surface and You Save All."

The wires that carry this power are stretched to the home of every property owner in the United States and Canada. It needs now but the turning of the switch by the retailer to compete the circuit. Without such cooperation the efforts of manufacturers will be largely wasted.

For the reason that he has pride in his town, pride in its appearance and the upkeep of its property, he can afford to go the whole way.

For the reason that he owes it to his customers to help them to conserve their resources, and with his knowledge that when you have saved the surface you have saved all, he can use every legitimate effort to persuade his customers to spread paint in 1922 as they have never done before.

For the selfish reason that with the tremendous advertising influence that is behind him, paint selling will be easier this year than ever before, bringing, consequently, greater

Gosh--Next Month Is May

By Edward Dreier

I was out in the stock room about a month ago and happened to see about fifteen lawn swings that had been left over from the year before, and it seemed to me that here was money lying idle, money that should be in circulation.

"At our daily meeting after the store was closed that night I talked over the matter with the men in the store. When I told them that I wanted some lawn swings sold during the week they thought I was joking. They didn't know how such sales could be made.

"Last year, toward the end of the summer, we had several enquiries for these swings, but when it came to selling them our prospects though they would wait over until this year. We told them that they would have to pay more money, but that didn't seem to trouble them much. Conditions were too good for them to bother.

"I proposed calling on these prospects to give them an opportunity to buy then and save the increase that would be put on later in the year. We had seven names on our list and we made five sales; that left ten more to get rid of. We picked out likely looking prospects and went after them hammer and tongs, told them how they would save money by buying at once. We sold all of them in two weeks, and then we carry a line of paints and varnishes; and to move these lines we suggested to our customers that they get their lawn and porch furniture fixed up for the days to come—it would be ready when the warm weather struck the when they would not care to do much chasing around, and it would be readw when the warm weather struck the country. We certainly added to our income.

"Why shouldn't people buy garden tools during the months when they haven't anything particular to do in the evenings? When spring comes they are outfitted to begin work.

"I'm beginning right now to plan what I'm going to do for June. There are fourteen couples in our town who have already set the dates for their marriages. Two of those couples have ordered their entire household outfits. I'm getting the others into line to get their orders. Out in the country there are others who are getting married this spring—I'm not waiting for them to come to me. You see, they might not come and I don't want to take a chance of losing their business.

"How do I get the names ? I've made friends with some of the country correspondents for the local paper; they keep me in touch with gossip in their localities. Then the country records and the papers give me more information. I get a record of all the building permits and follow them up. Most of the builders are my friends. Oh, we work pretty close together in our town and all of us make a little profit out of it.

"Next month is moving time, and we already have names of thirty-nine people who are going to move. Investigation has shown us that each one will need various items from our store. The little work we do in following up certainly pays us well."



Clean Up And Paint Up

Written for Hardware and Accessories by Dr. Frank Crane.

It is time to clean up.

A movement started in St. Louis has become an international campaign.

Its motto is: "Clean Up and Paint Up!"

Its gospel is: Away with the rubbish piles! Banish the plague spots! Clean up the streets and alleys! Cut the weeds, mow the lawns, trim the hedges, and repair and paint the homes!

If whole communities can be induced to do this, whether by logic or hurrah, it will be a good thing.

For our mortal, universal, sleepless, and most cruel enemy is Dirt.

Henry Ward Beecher said: "Yellow fever is God Almighty's opinion of dirt."

The movement has already secured the co-operation of some 7,000 communities, including big cities and small villages.

It ought to receive the support of all classes. For dirt recognizes no class. Dirt and his two brothers, Disease and Death.

The greatest of Democracies is Health. It is each for all and all for each.

It is a communal affair, as we find out when a disease germ from the slums crawls over and kills the baby in the palace.

The Blue Book of the Clean Up Movement is an interesting pamphlet. It shows how all may help.

Mayors and health officers should lead the way.

The Health Department of the city realizes the enormous value of cleanliness, for dirt heaps and stagnant puddles breed mosquitoes, which start fever epidemics, and flies, which are probably man's greatest foe, as they buzz about our food and over the baby's face, carrying their fearsome load of diptheria, scarlet fever, typhoid, smallpox, and what not.

The Street Department should not be stinted. And it ought to secure the aid of the army of boys and girls.

The Fire Department knows the danger of rubbish heaps.

The Board of Trade, Chamber of Commerce, the Rotary and Kiwanis Clubs, Women's organizations and all civic organizations should give attention to this vital matter.

The Newspapers should preach incessantly the gospel of civic cleanliness, and the Preachers and School Teachers should lend a hand to the propaganda.

The Iowa State Board of Health, in its proclamation urging all citizens to join in the movement, uses this verse:

"Little beds of flowers,
Little cans of paint,
Make homes bright and healthy
Out of them that ain't."

COPYRIGHT BY DR. FRANK CRANE

TORONTO TO CLEAN UP AND PAINT UP

Newly Formed Toronto Hardware and Paint Club Endorses Plan to put over a "Clean Up" week in May and spend about $3,000 on Publicity—Paint Manufacturers and Jobbers to assist.

SIXTY Toronto hardware and paint dealers attended a meeting of the Toronto Retail Hardware and Paint Club on March 14 at the Board of Trade luncheon club rooms, the purpose of the meeting being to complete the work of organization and to discuss matters of trade interest. Officers chosen at the organization meeting in January were confirmed in office for the coming year as follows:

President, H. N. Joy.
Vice-President, F. R. Jackson.
Secretary, V. Mathewson.
Treasurer, A. H. Lake.

Executive, Harry M. Dow, John Caslor, George Mathewson, W. Platt and W. Pritchard.

The constitution of the club was taken up clause by clause and adopted, the object being to cultivate friendly relations among its members and membership to be composed of retailers and managers of hardware and paint businesses conducted by limited companies. Partners or clerks may become associate members, and editors of trade newspapers honorary associate members. Fees will be $3 annually for members and $1 for associate members. Meetings will be held on the second Monday of each month.

Call Members by First Name

A resolution incorporated in the constitution was as follows: The names of all members shall be written in full on the membership roll and during meetings members shall address each other by using their christian name, its abbreviation or the name that they are generally known by, in connection with their surname, and it will be the duty of any member to draw the presiding officer's attention to any violation of this rule, when the violating member shall be immediately penalized by a fine of 10 cents to be paid to the secretary.



H. N. JOY
President Toronto Retail Hardware and Paint Club.

Much amusement was occasioned during the evening by President "Harry" N. Joy, in trying to start the "first name" fellowship movement, he saving himself from being assessed about $1 in fines by ruling that the regulation did not come into force until the badges for members had been obtained.

Splendid addresses were delivered by H. E. (Ted) Mihell and "Frank" J. Penberthy, while short talks were also given by "George" D. Davis, "Weston" Wrigley, publisher of Hardware and Accessories, "George" E. May, president Ontario Retail Hardware Association, and "Tom" F. Monypenny, manager the Imperial Varnish & Color Company.

Paint Selling Possibilities Unlimited

H. E. Mihell says that as Sellers of Paint Insurance Hardwaremen are a lot of Pikers.

H. E. Mihell, sales manager of the Imperial Varnish & Color Company, Toronto, addressing the members of the Toronto Retail Hardware and Paint Club, said they should feel encouraged as they were on the brink of starting a movement the results from which would be appreciated in future years.

The paint manufacturers had inaugurated the "Save the Surface" movement in times of war prosperity and the benefits were just being felt. Last year had been the acid test for "Save the Surface" and the amount of business secured had proved that the campaign had been worth while. "In Canada the "Save the Surface" campaign had passed through three stages," said Mr. Mihell. "One was when subscriptions were being taken up, another was making our own salesmen apostles of the campaign. To-day as it stands, it is the campaign of the retailers; it is more yours to-day than before, and we expect that from now on it will become more so.

"The scope of the campaign is nation-wide; we cannot go into all the localities throughout the country, but we encourage local organizations such as yours to do this work. The campaign does not attempt to promote civic welfare except insofar as sanitary conditions are concerned. There is no similar co-operative campaign which has done as much for any trade as this. The shoe trade is one example of a trade which has envied our success.

"We are frequently faced with the question 'what is there in it for me'? It is difficult for us to define the extent to which the campaign has taken effect, but the broadness of the idea has caused men to sit down and figure out just what it can do for them. Few realize the fact that only one-tenth of the property in the Dominion is properly protected. There are possibilities for four or five times the business in paint which has ever been done, and I think to-day we are more or less asleep to the possibilities which exist."

Each Toronto Dealer Should Sell $8,900 Paint Yearly

"Dealing with the possibilities for paint trade, I

would point out that the last assessment return gives Toronto 105,516 buildings. A low estimate of the paint, varnish, etc., which should be used on these buildings would be $15, but at that figure there would be $1,582,740 worth of paint needed in Toronto. This city is in the advantageous position of having a majority of homes occupied by owners who will buy good material to protect their property. There are also 2,412 vacant houses, and 9,325 stores in Toronto.

"There are 54,691 homes occupied by owners in Toronto, which with an expenditure of paint annually amounting to $15, would total $820,345; 33,943 homes occupied by tenants spending $10 on paint, totalling $339,430. Vacant homes and stores also at $15 would total 336,180 and $139,575 respectively, making a grand total at wholesale prices, of $1,335,850 worth of paint. This, divided by 150 hardware merchants in the city, gives $8,900 worth of business to each.

"Painters for painting those 100,371 stores and houses in Toronto would get an average of $40, thus giving them $4,014,840, which, spread over four years, would give painters an annual business of $1,003,710.

"We cannot hope to achieve this end in one year, but let us start and let the cumulative effect pile up the total toward the objective we set."

What Canadians are Spending for Paint Protection

The total paint production in 1919, at wholesale prices, was valued at $19,506,653. Of this 60 per cent. was for manufacturing purposes, leaving $7,802,662 used for protection of property. Based on a population of eight and one-half millions, it was evident we were spending 92 cents per capita, or an average of $3.68 per family annually for home protection, for paint, varnish, etc.

Compared with this the per capita expenditure for fire protection in 1917 was $5.44. We are only spending 15 per cent. of that amount on paint, although loss by depreciation is continuous while fire loss is only accidental.

"Many people will allow property to go year after year without paint, not realizing that they are losing at the rate of 2 per cent. per annum," said Mr. Mihell. "This figures out at a loss of $112 per annum on a $5,600 house, or $448 in four years. Half that amount would paint the property, and if the owner neglects it in regard to paint it is likely he will neglect it from other standpoints. The hardware merchant in inducing more painting is promoting business along many other lines of hardware as well."

Taking the 1911 census as a basis, the annual depreciation on property through insufficient painting, as 2 per cent on urban homes, totalling $28,000,000 per annum; farm property, $17,849,000; farm implements, $26,000,154, totalling $71,850,154, not taking into consideration depreciation on railroads and other construction.

Fire losses in 1919 were $25,341,240; in 1920, $28,745,590, and in 1921 $45,615,930. It was pointed out that the highest fire loss for years does not approach the depreciation through lack of paint.

The value of Toronto property in 1922 was shown to be $723,695,846. Constructed property, which will require paint, was valued at $361,847,923. Depreciation at the rate of 2 per cent. annually on this would amount to $7,236,958, a figure much in excess of the possibilities outlined as existing for Toronto hardware merchants.

"In view of these figures," continued Mr. Mihell, "you are rendering a service to humanity when you sell paint, apart from the gain in your paint department.

Advertising Must be Backed up by Salesmanship

Mr. Mihell traced the progress of advertising back to the stage of bartering, pointing out that advertising has never become anything more than a branch of selling. "When you try to separate the two they both fall," he continued. "You cannot make advertising an alibi for poor salesmanship; you have got to back it up. Advertising takes many different forms. All forms have some publicity value, and some forms are better suited to certain problems than are others. The test of your advertising should be, 'does it sell goods?'

"Our salesmen hear a good deal about different forms of advertising. We hear about the painted sign on the wall. My personal opinion is that this is not worth anything except as general publicity. We also hear of the retailer who says that he has not got time to 'talk' that particular line. If you do not want to 'talk' your lines, get out from behind the counter because you are just a waiter. It is not the volume of talk, but the way in which you deliver it, that counts.

"A woman comes in and buys a mop in the spring. You know that woman is going to houseclean, and by



H. E. MIHELL
Sales Manager Imperial Varnish & Color Co., Toronto.

a discreet question you can find out what she is going to do. Practically every woman has in mind some surface in her home which she wants to protect or brighten and it only needs your question to bring her to the brink of buying. Your personal contact with the consuming public is worth much. The manufacturer has not got it.

Personal Contact Puts the Sale Over

"Watching the trend of retailing in the last few years, it is evident that if you, as retailers, do not function along that line, there is going to be something else come between you as retailers and the consuming public. Your function is to apply the advantages of your contact wiht the public.

"Salesmen from competing houses state that merchants are receiving too much advertising, and this is making some of them lazy. There was said to have been such a flood of advertising put on the retailer

that he is using it as an excuse for selling." Mr. Mihell cited the case of a merchant who brought a hardware store in Eastern Ontario and on coming to the company to look over the stock, asked for a set of paddles. Mr. Mihell explained to him that the man from whom he bought the store had been provided with a set, whereupon the man replied that his predecessor had used the paddles for mixing chicken mash.

"It is discouraging to the manufacturer to see money wasted in this manner," said Mr. Mihell, referring to the practice of some merchants in using color cards to light the furnace in the fall, and having none on hand in the spring when required.

Advertising Helps Salesmanship

"There is a hardware merchant not forty miles from Toronto who ten years ago was given three months to go, and he is to-day the predominant merchant, and his sales are double those of his competitors combined, in stoves and other lines. This merchant goes among his customers and talks stoves. Another merchant loads a stove and a sewing machine on his wagon each time he goes out through the country, and he seldom comes back with them. Another bought three cars of roofing and sold it in two months by going after every prospect, after he had been told he was crazy buying even one car as no one had ever done it before in that town.

"A department store in this city employed a man who travelled throughout Canings for painting activity during the Fall but to farmers' houses, to stay over-night, and get his meals. He would discuss matters with the farmer, the wife and the hired man. He was finding out what the people of that community needed; he was not selling. He sent his information to his firm and this was used in adapting a mail order catalogue to the needs of that community. You are living right in the community; do you ever go out and size up the situation?

"A young hardware clerk this week was going down street and saw a man sweeping out his store. He inquired if he would be needing paint, and succeeded in selling him half a gallon. He went out to a summer resort and found a Chinaman fixing up a restaurant and sold him $19 worth of paint, varnish, etc.

"Mathewson Hardware Co. distributed circulars mentioning paint in conjunction with other hardware lines. This circular was not distributed until 5 p.m., and before the store closed six customers had come for goods advertised."

May Charge for Advertising

Mr. Mihell suggested that manufacturers sell their advertising matter to retailers, citing the case of a foreign missionary who in dealing with foreigners found that bibles, tracts, etc., secured much more attention when sold at a nominal price than when given away. The value of displaying color panels, enclosing color cards in parcels, etc., was pointed out, and Mr. Mihell said that if a merchant had his money invested in these cards that he will not throw them away.

"We want you to share a fair amount of the cost of putting across a special paint week in Toronto," said Mr. Mihell, in conclusion. "We feel you will take a greater interest in it and will receive much better returns.

May 8 to 13 to be Paint Up Week

F, J. Penberthy talks on Salesmanship and Induces Retailers to Co-operate with Manufacturers on a Clean Up and Paint Up Campaign.

F. J. Penberthy, vice-president Lowe Bros., Ltd., followed Mr. Mihell, giving some practical advice on retail selling and a warning against overbuying.

"One of the nicest pieces of salesmanship I ever saw took place in John Caslor's store, recently," said Mr. Penberthy. "A little boy came in and said he wanted a hockey stick. John said 'There they are, 15 cents each, don't pick out the best one.' The boy kept sorting them over for a long time, evidently looking for the second best when John said to him 'take the best one my boy, they are all fifteen cents!' John Caslor made a friend of that little fellow, and he is not likely to go anywhere else to buy anything in the hardware line in future.

"We must take advantage of every opportunity to make a sale. Suppose a woman comes in and says 'I want 7 feet of 28" wire netting.' Naturally she will say 'how much?' You will say 3½ cents a foot or about 25 cents. You might say to her, I can give you this black netting for 3½ cents, but it won't last long. I have galvanized at 7 cents that will last forever. By taking just a few minutes to explain that, you have



F. J. PENBERTHY
Toronto, Vice-President and General Manager Lowe Bros. Limited.

oz. tack that will not allow the netting to sag. There is another sale. Now there is new netting in the door and the customer may need a can of varnish to protect it. Also a brush. Turpentine is needed to clean the brush. Your 25 cent sale has grown to $1.50 or $2.00.

"There is hardly a thing asked for in your store but what you can suggest something else and by the power made a fifty cent sale. Nine times out of ten you will be able to make a much bigger sale than was at first apparent. Then there are other lines which can be sold to this customer. You might enquire about tacks, and if she says she has some carpet tacks at home you can tell her she should not use carpet tacks, but a 4 of suggestion you can do the very thing that you need to do this year, that is, to keep your sales in proper proportion to overhead.

"Linoleum varnish suggests that the woman is

cleaning up the kitchen. She is a prospect for stove pipe enamel, aluminum paint, turpentine, etc.

"There are many hardware concerns that are not going to suffer this year if this plan is followed. While there are some which are going to be in a bad financial condition if such plans are not followed.

"There is a tendency I want to warn you against, and that is doubling your stocks. You cannot keep your money working if your profit and your stock is on the shelves. If any salesman wants to give you a long time dating on a big stock or an extra 5 per cent. for a large volume, fire him out. Make your money work, you must sell the goods before you can pay your bills."

Manufacturers ask for Retailers Co-operation

"Mr. Mihell touched on the question of a co-operative campaign this spring," said Mr. Penberthy. "We, in the Paint and Varnish Club, have found the need of the co-operation of the retail dealers, the retailers being the stream through which we must market our products. And now that the stream has commenced we want to put before you a plan we have in mind."

"We want one week to be called Clean-up and Paint-up Week in Toronto. We want to put on a campaign to create a large volume of business for yourselves and for us. The Paint and Varnish Club cannot put on such a campaign because it would look too much like an advertising campaign for manufacturers, but we would like your club to put on such a campaign some week during the month of May, and we will back you in whatever you do.

The profits from such a campaign will be distributed all over the world. Australia and India will get a share, the latter for shellac; France for ochre, Belgium for lithopone, Russia for bristles, England for oxides, Japan for gold paint, Africa for varnish gums, Canada for linseed oil, lead, etc. Florists will profit by the sale of shrubs, etc. Glass manufacturers, wall paper firms, seed firms, painters, carpenters, laborers, etc., all will share the profits. If we put on such a campaign we are sending a little money all over the world. The week would have to have the support of the street-cleaning department. The Fire Prevention League will be asked to have their campaign the same week. We will have the support of the Department of Works; garbage wagons will bear banners and we will have to get the school children interested.

"We have pledged among ourselves at present about $1,500. I think we can raise that to $2,000. There is a proviso that we will contribute providing you can get the hardwaremen to make a contribution. What we want is $5 each from every hardware merchant in Toronto. If we can have that we can put on one of the finest campaigns you ever saw. You will get out of it just what you put in it. Your $5 is wasted unless you get behind it. For it you will get not only the profits, but you get posters, window trims, stickers, all well colored and attractive, buttons for distribution to children, etc. You could not buy for the money we hope to get, the posters, etc. in small quantities.

Dealers Names in Newspaper Ads

"A week before this we plan to run quarter pages in the local newspapers each day, the retailers' names only to be put at the bottom of each ad. We will be the first to attempt this movement on such a large scale in Canada, and if we can successfully carry it through this year, it will only be a start of what can be accomplished in the future. Next year we will find the Rotarians, Kiwanians and other clubs will be only too glad to co-operate because, after all, it is a civic proposition. If we spend two-thirds on this campaign you should willing to spend one-third of the total cost. Manufacturers are spending $40,000 on the 'Save the Surface' campaign, to educate the public to paint. We spent $35,000 last year and didn't ask for a cent.

"I think your organization will approve my request for $5 each from you for this purpose. You are going to put the campaign on, not us, and if you cannot cash in on this there is something the matter with you, not with the campaign. You will sell paint, varnish, specialties, brushes, nails, hinges, glass, putty, garden tools, polish and many other lines as a result of this campaign."

Mr. Penberthy also outlined a plan whereby the Toronto Retail Hardware and Paint Club will give three prizes of $5, $10 and $15 for the best essays from children in regard to the use of paint, varnish, etc. The contest will close on June 1. Each retailer will receive the essays submitted by the children in his district for the purpose of a prospect to be followed up.

In the ensuing discussion it was decided to hold Clean-up Week in Toronto from May 8 to 13, inclusive.

After Mr. Penberthy concluded, a brief discussion took place on the proposed "Clean up and Paint up" week, and the proposal met with hearty endorsation. A show of hands was called for, and the plan was approved unanimously, the club expressing its determination to secure $5 each from 150 hardware and paint dealers in Toronto as the retailers part of the campaign.



Plans For "Saving The Surface"

Hardware Dealers must Get Behind the Manufacturers Advertising to Get the Best Results.

By D. G. MacInnis

To push paint selling campaign is to-day a much simpler problem than it was five years ago. Manufacturers are offering so much assistance to the dealers there can be no excuse for a slow moving article. They are appreciating that money spent in aiding the hardwareman to make sales is money well invested. It brings quicker results as it permits more concentrated advertising on a particular district.

Leaders in this movement are the paint manufacturers. The campaign to "save the surface" which has been carried on nationally has certainly helped to increase the volume of every dealers paint sales to a very appreciable degree. The policy of educating the public to save by using more paint has benefited every hardwareman; and in their turn they have their part to play.

If it is going to bring continued results, a campaign of this kind must be sponsored by everyone engaged in selling the goods that are being advertised. In this case, it is not enough that the manufacturers and their salesmen be apostles of the need to save the surface. The dealer must also use the slogan. It is the personal touch that counts the most in making a sale.

Some householders have read of the "Save the Surface" idea and at a glance the dire necessity to preserve the interior and exterior of their buildings by the greater use of paint. On the other hand, there are a great many who remain unconvinced by the newspapers. These are the customers that the dealers must handle themselves. The customers have read about it because it is impossible to be a regular reader of any one of the daily papers and not see something about it. The dealers problem is to clinch the argument in the minds of those slow to be convinced. It is his own arguments backing up those put up by the manufacturers that will make the sale.

But, how to do it? There are numerous plans that have been used by dealers some of which are only applicable to the country while others are successful only in the city. Few have failed when the dealers has worked hard to put his arguments across.

One means has been by using forcible circular letters through the mail. Moores Hardware, Oakville, Ont., have proved the value of this form of advertising. When they decide to link up with the manufacturers in the campaign they took the matter up with the firm that made the brand of paint that they carried. At Moore's expense they drew up a short circular letter and had them printed on their letterheads. These were delivered to Moores all ready to be mailed to the prospective customers in the community; each of the series following the other at short intervals. At the same time an advertisement was run in the local paper.

Their increased paint business was a very pleasant surprise to them. People of the surrounding district who had been accustomed to do their buying in Toronto patronized the home store. The whole result has been that Moores have built up a very nice paint business.

As has been said before, a scheme that is good for a smaller town or the country may bring very poor results in the country. As the conditions vary to such a great extent this method used by Moores might not pull results in a larger town.

Prince & Co., Bloor Street West, Toronto, are using circulars on somewhat the same plan that Moores used them in the country with the exception that Princes are having the circulars delivered from house to house instead of using the mails This method has enabled them to cover the whole ground at a minimum of cost. They report that their paint business is already reaching good proportions this season.

In the same city district is the Kehoe & Keoch Co., who use an entirely different medium to good purpose. They advertise in a district advertising journal. Which is delivered to five thousand homes in the district so that the advertisement inserted by Kehoe and Keoch is certain to receive some notice. Their increased sales prove that this is true.

There are, of course, many other ways of going after paint business. Locality has a great deal to do with the success of any plan to increase sales. The dealer should study his location and see for himself how he can apply the experience that someone else has found profitable, to his own business.

The whole point to be brought out is—no matter how much national advertising the manufacturers may do, it is up to every dealer to put his shoulder to the wheel and push the campaign up the hill to success.

CLEANING UP HULL

The Rotary Club is behind a "Clean Up" Week to be put on at Hull, Quebec, this Spring. Two cash prizes, are being offered for essays by school children on "Clean-Up" subjects and the campaign will be waged through the schools, electric railway, public organizations of Hull, churches, newspapers and the municipality.

"Clean Up And Paint Up" In West

Movement in Winnipeg is Extending to Other Cities with Live Hardware and Paint Men behind it.

Writing to hardware and accessories J. Leonard Paul, Manager, Brandram-Henderson, Ltd., Winnipeg, and president of the Paint Oil and Varnish Club, says, that we are being prepared for an aggressive "Clean Up and Paint Up" campaign in Winnipeg with the Board of Trade and city officials actively behind the movement.

Addressing a recent gathering of hardware merchants in Winnipeg Mr. Paul urged the extension of the campaign to the cities and towns throughout the West.

"If you go to your reeve or mayor and the council and stir things up, the campaign is headed toward success, said Mr. Paul.

"It's to the very best interest of the retail hardware dealer to see that this campaign is a success. When the people start to clean up they have to buy rakes and shovels, and scrubbing brushes and the like. You all know that you must have a clean surface before you can paint. If you have not got that clean surface you are not going to sell paint. Aftfer buying hardware goods with which to clean up, it follows naturally that they buy paint with which to paint up. After that comes vacuum cleaners, and curtains, blinds, and other things too numerous to mention which the people find they need for their newly cleaned and newly painted premises.

"Then a clean bright town attracts business. A clean town will grow faster than a dirty town. The campaign costs little and accomplishes enormous good to social life and to business. In Winnipeg this campaign has helped the hardware dealers wonderfully. I can give you any amount

of specific instances where dealers doubled and tripled business by reason of this campaign."

Another way in which paint sales could be stimulated, Mr. Paul, suggested, was by the dealers pushing the "Save the Surface" slogan to the utmost of their ability.

"You should put this slogan on your bills, letter heads, envelopes, monthly statements—in fact anywhere and everywhere you can," he declared. "Here are seven words which tell the whole story of paint and varnish. They are the truest words ever spoken.

"We do not regard the 'Clean-up Paint-up' slogan as weakening the 'Save the Surface' campaign. In fact we regard it as a distinct help. It's like having two railroads to a city. Both, though differing in routes come to the same point, and that is the main thing. Both campaigns help to sell paint, and sell other hardware as well."

Edmonton to Have Paint Campaign

Successful "Clean Up" and "City Beautiful" Campaigns to be followed by a "Save the Surface Week.

By W. Brockie, Manager Edmonton Paint and Glass Company

Two years ago our Paint Club which represents the paint jobbers and manufacturers in Edmonton and which consists of six members, decided to put on a Clean Up and Paint Up Campaign.

We first interviewed the Mayor and had him issue a proclamation that a Clean Up and Paint Up Campaign would commence on May 1st. We then organized under six different committees with a member of our club as chairman of each committee. The writer was elected chairman of the campaign and also chairman of newspaper publicity. We contracted with our two local papers for a certain amount of advertising to appear daily, but the co-operation which the papers gave us in the way of free publicity, was largely due to the real success of our campaign.

The second was Chairman of the Finance Committee.

The third committe had charge of our outdoor advertising which consisted of Clean Up and Paint Up banners on street cars, streamers across the principal streets, Clean Up and Paint Up signs on each street corner, also banners on delivery wagons and automobiles.

The fourth committee had charge of the store window display in which we had a competition for the best store window featuring Clean Up and Paint Up with uniform Clean Up and Paint Up cards in all store windows.

The fifth committe had charge of the "Tin Can" Competion. We circularized the schools offering the children prizes for the largest pile of old tin cans. The city was divided into eight sections and three prizes given in each section. This competition developed into the largest feature of our campaign and the school children gathered up over a thousand wagon loads of tin cans.

The sixth was chairman of the street parade. This parade was headed by the Mayor followed by our Newsboys Band and the Fire Brigade, followed up by floats and Boy Scouts. This parade was a huge success and was over a mile in length.

Together with these committees and the co-operation which we received from the City Officials and the different community leagues and other organizations in the City, helped to put this campaign over in a big way.

Last year the Board of Trade took up this work under a heading called the "City Beautiful Campaign" which was also a big success. This year our Paint Club figure on putting on another campaign, but it is our intention to link our campaign up closely with the "Save the Surface" movement,

In appreciation of the efforts made by all participants in the tin can competition, arrangements were made for to visit a special moving picture show in the Empress Theatre, Saturday morning from 9 o'clock until 12 o'clock mid-day.

Every boy or girl who took part in the campaign was privileged to attend the special movie show.

YOUR CUSTOMERS NEED PAINT

One thing you can be sure of—all your customers need to have painting and varnishing done. You know that before they come in the door. A polite reminder from you or your clerks is bound to result in additional sales. There are two ways to open the subject. "Do you want any paint and varnish today?" The answer to that is, "No thanks—guess not." "How long since you "Saved the Surface" of your porch floor?" is a better way to approach the man who has come in to buy a hammer or to buy paint for some other purpose.

SELL PAINT BY MAIL

First get up a mail list of good prospects if you haven't one now, and keep it up to date. Circularize this list often enough to make it pay. Make your letters personal. Use all the good suggestions and selling helps supplied to you by manufacturers, and do it systematically. Sell surface protection, and you will sell more paint and varnish. Your customer is not nearly so much interested in your proposition as he is in his own. When you talk paint and varnish, you are talking your business. When you talk surface protection, you are talking his property.

Program For Clean Up Week

A program which is being followed in many cities where "Clean Up and Paint Up." Campaigns are being carried on is as follows:

Sunday—Church Co-operation Day

All clergymen of the city will use in their sermons the theme that "Cleanliness is next to Godliness," and make special announcements of the following days of the campaign:

Monday—Fire Prevention Day

Clean your basements and attics of rubbish, greasy rags and waste paper. "All fires are the same size at the start."

Tuesday—Front Yard Day

Cut lawns, prepare gardens and flower beds for planting, clean walks and gutters, salt cracks in sidewalks, exterminate ants.

Wednesday—Flower Bed Day

Dig dandelions, exchange plants, plant flower beds and trim shrubbery. The dandelion pest has decreased perceptibly in the last three years. Keep up this fight.

Thursday—Paint Day

Paint and brighten up inside and out, porches, fences, woodwork, screens and porch chairs. Downtown business houses clean windows and replace awnings. "A little Paint Works Wonders."

Friday—Back Yard Day

Clean alleys, repair fences and sheds, screen garbage cans, put fly-traps on garbage cans. Put up screens, plant thrift gardens.

Saturday—Vacant Lot Day

Everybody join in and help school children clean vacant lots and remove tin cans, paper and dead weeds. Plow and plant garden plots wherever possible.

FUTURE BUSINESS CONDITIONS BRIGHTER

C. P. W. Schwengers, General Manager of E. G. Prior & Co., Wholesale Hardware, Victoria and Vancouver, talks Logic and Optimism to the British Columbia Hardware Association Convention.

I HAVE been asked to say a few words to you to-day on future business conditions. The first thought that occurs to me in connection therewith is the old saying that, "A prophet is no good in his own country." As it is my intention to strike a vein of optimism, I hope that in the present instance such will not be the case.

At our Convention a year ago, we had just passed through a period of unprecedented business inflation. Our Balance Sheets were more or less full of water, the basic cause of which was the issuance of so much paper money. The tide had turned, and we were facing a depression the intensity of which could not be gauged. I think I am right in saying that at that time there were few business men who were not regarding the future with a good deal of anxiety.

Now, it is a fact that one of the attributes which distinguish the human species from the lower animals is the desire or gift of looking to and providing for the future. If we analyze our daily actions and motives we find they are nearly all based on making provision for the time to come. So strongly is this impregnated in us that the average man is usually prepared to make some sacrifice for the present in order to reap greater benefits later on. If it were not for this faculty, we could not successfully conduct business, and as a matter of fact, it is very much in accordance with our ability to gauge the future, that we are successful in our daily work.

I would ask you to remember that there is only one way in which we are able to foretell, or at all events, guess with any degree of accuracy what is probably going to transpire, and that is by the experience of the past. You can tell when Halley's Comet will reappear because you know that it has recurred in the past at exact spaces of time. If you are ill your doctor can diagnose your case only based upon the experiences of the past. When you want to gauge the commercial future you likewise, have only the past to guide you.

It is, therefore, natural that, when a year ago we were all wondering what we had to face in the way of a depression, that we should cast back to history as our only guide. The closest analogy we could find to the then conditions were the years following the American Civil War. We knew that deflation between 1865 and 1870 wiped out a considerable percentage of the mercantile community of the United States, and we looked back on the panics which had followed subsequent periodical commercial booms. We remembered how the banks of Australia suspended payment one after the other on one occasion. We recalled the moratorium that Seattle had to declare. We knew to our cost of the enormous losses made in 1913 and 1914 in our midst. The outlook was not a cheerful one, because in the present instance the boom had risen to much more dizzy heights and we thought the fall would be the greater.

Expected Panic Didn't Materialize

Notwithstanding this, we can look back over the past twelve months and I think that we are all agreed that the process which we have and are going through has not been nearly as dreadful as we expected it might be. There has been no panic in Great Britain, no panic in Canada, no panic in the United States, no panic in France.

During the past year or two we find that pig iron has dropped from $48.50 to $18.00 a ton. Wire rods from $60.00 to $29.00. Copper from 30c to 13c. Hides from 40c to 16c. Cotton from 32c to 16c, and so on right through the whole commercial fabric. All this water has been squeezed out of the balance sheets of manufacturers and merchants. It is a remarkable thing to contemplate that in spite of all this, failures have not been abnormal and as I just said, we have experienced no panic. Why is this? It can be summed up in the one phrase, "more efficient organization."

Compared with previous times, the business world to-day is organized to protect itself and the public as it never was before. There are Associations of Bankers, Associations of Railways, Associations of Manufacturers, Associations of Merchants. You have your own little organization right here, and if ever you had an object lesson as to the value to yourselves and to the public of your Retail Hardware Association, you have had it during the past year.

When you feel that injustices have crept in, always remember that your own organization has done it's small share towards safely steering the world through the most critical period in it's business history. May the thought inculcate in each of our members a spirit of tolerance and give and take, which is always essential to successful co-operation and mutual benefit.

What About the Future

So much for the past—But your thoughts, like mine, are more concerned for the future, and we are all wondering what the coming year and years hold for us in a business sense. If I am addressing any pessimists, let me first say this; that when business is booming, when trade is at it's highest peak, when it seems as if good times are obliged to go on for years, then history shows us that we are rapidly approaching the downward turn. On the other hand, when the business outlook appears at its worst, when we are, so to speak, bumping along the bottom of depression, as we have been for some twelve months, then we are very nearly approaching the turn to brighter days.

It is the old story of its being darkest before the dawn, and bears out that greatest of all business axioms to "Buy when everyone wants to sell, and sell when everyone wants to buy."

One thing I want to impress on you with all the force I can, and that is that **there is very little guesswork in the cycles of business**. They can be gauged in their periods with almost as great accuracy as the astronomer can foretell the movements of the stars.

We must remember that there is no middle course in nature or in business. It is always the swing of the pendulum, and periods of activity and recuperation or rest follow each other as night follows day. We see it in the seasons of the year, in the functions of our body, in our mental process, and it is just the same in business.

The statistics available over a long period of years form a basis which enables us to indicate with very great precision, subject of course, to unforseen eventu-

alities, such as war, pestilence, etc., the commercial movements of activity and repose.

Based on all this vast mass of information, I can tell you to-night that the future holds out good cheer and hope.

I am going to say a few words to you that may possibly be of interest as indictating the line of thought by which this is gauged.

One criterion is the rapidity or otherwise with which the money on deposit in the banks is turned over. When business is on the boom, money changes hands very fast and each additional turnover forces business to a greater height and prices to a higher level until the re-action comes. Not for years has the turnover in the banks of the United States been at such a low level. It indicates that the man who has the money is allowing it to lie idle. He is not using it, because he is afraid that by so doing he will incur loss. He is filled with uncertainty. He is not sure that prices have reached their lowest figure. He cannot afford to do this for ever and men with money cannot and will not allow their funds to remain idle a day longer than they think is necessary. They are waiting for the first indication and the first signs to show that the time has arrived when they can once more use those funds to their own advantage. When these signs begin to be in evidence, and we are fast approaching that time, activity starts.

Stocks of Merchandise Below Normal

Then we have the stocks of merchandise in the hands of retailers and jobbers. In 1920 the stocks on hand were nearly 50 per cent. greater than normal. To-day they are nearly 50 per cent. below normal, or not sufficient or anything like sufficient to provide for the moderate requirements of the country at large. What will happen when it dawns upon the mercantile community that the time has come when prices are so low that they should again build up their stocks, and in order to bring them to a normal level, have got to nearly double what is at present carried on hand in the aggregate?

No better proof is wanted as to the tremendous reduction in stocks of merchandise than the enormous demand and the rapid increase in the value of high grade bonds. When manufacturers and merchants reduce their stocks to such a large extent as they have done within the last eighteen months, they release an enormous amount of cash. It would not be good business for them to carry this surplus cash in the banks, yielding them 2½ per cent or 3 per cent interest, so they invest in high grade bonds which have been able to yield them even more than 6 per cent. They know that they can turn these bonds into cash at a moment's notice, and that such investments are just as safe as bank deposits.

The fact that the **percentage** of increase in the price of bonds during the last six months has been the greatest in the history of the world and that every new flotation is immediately absorbed, should indicate to you the extent to which liquidation of stocks has taken place.

Persistent increase in the price of bonds is always the first indication of the approach of better business conditions and good times. This is usually followed at a shortly later period by an advancing stock market.

Some people look on the New York Stock Market as nothing but a huge gambling den. This is not so. There is nothing as sensitive to business conditions as the stock market of New York. It foretells with a wonderful degree of accuracy the future of business. Where you get a persistent and constant increase over a period of some months of standard stocks, it has always in the past been a certain indication that it will be followed later by a corresponding expansion of business. You only have to take the stock market of last November and compare the prices then with the prices of to-day, to realize why I should speak to you to-day in hopeful vein.

Then, we have the banking conditions as another very reliable guide. The Federal Reserve Banks of the United States a year or two ago had outstanding loans to the extent of two billion nine hunderd million dollars. These loans have been liquidated to such an extent that to-day they have been reduced to something like nine hundred million dollars only. At the same time the deposits in the Federal Reserve Banks have remained at practically the same level as they were at that time, and in addition to this the gold reserve of the country has vastly increased. A year ago, the Federal Reserve Bank of New York had a ratio of Reserve to Liabilities of about 34 per cent, to-day it is 81 per cent, and the entire Federal Reserve system of the United States has increased its reserve from something like 40 per cent. to 70 per cent. This means, of course, that there are now enormous sums available when business opportunity is favorable.

Bankers cannot conduct their business with such enormous reserves on hand and earn maximum profits. They must utilize their funds just as a merchant must turn over his stock, or they cannot be prosperous. Seldom in history have the American banks been so replete with funds and they have never been in a more advantageous position to facilitate the developments of new business than they are to-day.

Pig Iron as a Barometer

There is another and very certain barometer of business conditions, and that is Pig Iron. If we follow the course of Pig Iron in its movements as to both price and output, we follow by the same line the contraction or expansion of business. It is a fact that the output of Pig Iron is at its greatest a short time previous to the peak of a period of inflation. The output of Pig Iron commences to go down before the bursting of a boom. When the output of Pig Iron commences to be curtailed, it never stops on the down grade until it has reached the bottom of a business depression.

One of the first indications of a turn from depression to renewed prosperity is when the output of Pig Iron again commences to increase. When the output does begin to climb it never stops growing until it has reached the peak of another period of prosperity. This line follows a straight downward movement from top to bottom and a straight upward movement from bottom to top.

Now what has been the history during the last year or two in Pig Iron? If we take the output at the middle of 1920 at 100 per cent., we find that in January 1921 the output was 85 per cent. This fell a little month by month until August, when the output was only about 30 per cent. In September the tide turned. Each successive month has shown an increase. In December the output was about 55 per cent. of normal, and so it is growing month by month, and indicates that it will continue to grow, followed by increased activity until it leads up to another period of prosperity.

It is a true saying that Steel is the barometer of the world's prosperity.

There have only been two occasions in the past when every known factor has pointed an unerring finger to-

wards improved conditions, and following each of these the upward movement came suddenly. It caught the bankers with a plathora of money, the public and the merchants with depleted stocks, and brought about a sudden scramble in buying with increased values and abnormal demand. Merchants who wanted goods badly could get them in time and were obliged to pay higher prices and in many cases go without merchandise to the sacrifice of their sales.

The present is the third period in which *every* known factor again points in the one direction.

What I have told you is not guesswork. It is going to dawn upon the people suddenly that the liquidation which has taken place has reached its extreme limit, that the pendulum has swung too far in the one direction, with the inevitable result—It has already occurred in Wheat.

We do not realize how nearly the price of basic materials is to pre-war levels. I can give you a few comparisons between the year 1913 and the present time:

	1913	1922
Pig Iron	$16.45	18.00
Steel Billets	28.40	29.00
Wire Rods	30.00	36.00
Steel Bars	1.65	1.85
Tank Plates	1.50	1.50
Barbed Wire	3.47	4.00
Copper	16.90	13.50
Spelter	7.05	4.85
Pig Lead	4.20	4.70
Steel Pipe	80%	71%

When we take into consideration the enormously increased price of labor and of transportation, and the fact that manufacturers are to-day operating in most cases at a loss, we must realize that the tide has nearly turned and that we are fast approaching the lowest ebb of market prices. Let us realize it before it is too late, for when it is generally felt, there may be a scramble for goods.

Apart from all these statistics, we should review the situation also in a general, broad sense.

Railways Starved for Equipment

The Government of the United States is credited with a determination to bring about by legislation or otherwise, renewed prosperity. They are proposing to lend the railway companies huge sums of money to purchase equipment. The railways constitute the one greatest purchasing power in America, and to-day they are absolutely starved for equipment and improvement.

In the United States their earnings have improved tremendously during the last six months and many lines are fast getting on their feet financially again. There never was so much money available for investment on this continent as at the present time. There is a dearth of goods the world over. Europe, when she can buy, will only be restricted in her purchases by the funds she finds available.

We have the richest country in the world right at our doors, interested in us and closely interlocked with us in business.

Let us look at this wonderful Canada of ours. Its untouched natural resources. Our vast prairies, as yet hardly scratched. Our mines, our fisheries, our forests and our water powers. Everything available to enable people to ceaselessly bestow their energies in development; and populated by the most virile race on earth.

When we reflect on all this, I say to you, and I ask you to say to me, that in spite of our vast spaces there is no room amongst us for the pessimist. Let us be optimists and as such step forward to the better times to come.

Salesman or Wrapper Boy

Some Experiences Illustrating how Sales can be made by Suggestions to Customers.

A man presents himself in front of the counter in a paint store.

"Gimme thirteen gallons of light yellow paint and four gallons of white paint."

"Righto," says the wrapper boy as he hands out the goods and names the price.

But a salesman—what does he do?

"I judge from the colors, you're going to paint the house," he observes. "Good idea; can't afford to have any wood or metal work on buildings going to decay now adays; cost too much to replace them, eh? But haven't you some gutters on that house that would be saved from rust by a coat of special rust inhibitive paint?"

"By gosh," replies the customer, "I forgot that. Glad you mentioned it. Gimme enough of that for about sixty feet of eaves troughs."

"Any fence around your house, friend?" inquires the salesman. The wrapper boy doesn't know there is any such thing as a fence.

"Yes—why?"

"Well, you know," volunteers the salesman, "that house isn't going to look as well as it should with a shabby old fence around it. You wouldn't put a nice new picture in an old battered, dingy frame, would you? Besides, fences and gate posts decay too if not protected by paint."

"Guess that's right too," agrees the customer. "I have about two hundred feet of fence. What color d'yu think would look good with that yellow house with white trim, and how much will it take?"

The salesman figures it up, suggests the color and sells the goods. The wrapper boy would have saved himself all this trouble and had time for another cigarette out in front.

"Got enough now for your outbuildings?" asks the salesman, "or haven't you any?"

"Um, yes, I have a detached summer kitchen and woodshed," says the customer, "but I wasn't calculating on spending any money on that."

"Looks pretty good as she is, eh?" remarks the salesman.

"No, don't look any too good, but er—say, I guess what you say about that shabby fence and the old picture frame goes for that shack too. It's one story, tin roof, about 12x16. Might as well do this job right. Gimme enough more yellow and white paint for the walls and some red for the roof."

The salesman adds the cans to the pile. He has sold the man thirty per cent. more goods than he expected to buy. A wrapper boy would have spent the time joshing the bookkeeper girl so that she couldn't work either.

There's many a wrapper boy posing as a salesman and drawing a salesman's pay in half the paint stores of the country. They are an expensive luxury for the boss to maintain.

PUSH ACCESSORIES AND SPORTING GOODS

Real Salesmanship is what counts nowadays—Gasoline tank brings customers to the store—Suggested Stock of Accessories—Fishing Contests.

Selling is a different thing today from what it was two years ago. Today to sell means "take the merchandise in your hand and ask folks to buy it." Some fellows ask for it." But that isn't getting very far today, because they aren't asking for it nearly as much as they were previously. So the man who takes the merchandise in his hand and asks the folks to buy it, stands a far better chance of making the sale, no matter whether he has a monkey wrench or a platinum necklace in his hand.

Automobile salesmen around the country find that they can make sales sometimes where the dealer has not been able to do so. How they make these sales presents some interesting pointers, the experience of one of them who called on a garage man being as follows:

"Business is rotten and you can't sell a thing. Just look at those Ford steering wheels I bought last Summer—dead stock—don't sell , said the garage man.

As we were talking the local doctor came in with his Ford and told the garageman to have it looked over. "It steers hard," he said

"All right," the boss said, "we will look it over."

I took down a steering wheel from the shelf and said: "Doctor, this is what you need on your car. You will be more than pleased with the way the car will handle with a large wheel."

"All right," he said, "I'll take your word for it and have it put on."

"NEVER THOT OF SELLING HIM A WHEEL," said the garageman after the doctor had gone out.

"THAT IS THE REASON YOU HAVE THEM ON YOUR SHELF," I told him. "GO AFTER THEM AND YOU WON'T HAVE A WHEEL LEFT WHEN I SEE YOU AGAIN."

Another accessory salesman told of calling on a hardware store and while he was talking to the dealer a car owner came into the store and asked for a certain well known make of tire. The dealer did not carry that make in stock and directed him to a competitor's place. Tower was very much surprised that the dealer had not tried to sell him one of the tires he had in stock and expressed curiosity as to why he made no effort to bring the advantages of his tire to the man's attention.

The dealer replied: "It takes too long to change his mind."

The car owner heard the conversation and asked to see the tire. Tower showed him the tire and explained its good points but, due to the fact that it was higher in price than the tire originally asked for, was unable to put the sale across and the man went out. But he came back in five minutes and bought, showing that it is worth while to suggest and show an article, even if is not carried in stock, the particular article called for.

In every business there is a certain number of customers who came to store unsolicited, and who thus eliminate the necessity for seeking them out; but there is one business in which practically all prospects for sales come unsolicited and at no expense to the trader. That business is the sale of gasolene to car owners.

It is not necessary to ask the customers to come, or to sell certain lines at a loss so as to attract them to the establishment. Here, then, is the salesman's opportunity. For instance, when a woman drives up to the gasolene pump on a rainy day the "Ask 'Em to Buy" salesman tells her that a windshield wiper would be a great convenience for her, and of course she buys it. On another occasion when a car comes along with an under-inflated tire, the "Ask 'Em to Buy" salesman sells the car driver a tire gauge so that he may know when his tires are adequately inflated.

Sample Stock of Accessories

Tires are the leading line in any accessories department and the variety of additional lines to stock varieties with the community in which the dealer is doing business in. The sample stock outlined below furnishes a good foundation for a complete accessory department and can be revised to suit the local needs of each dealer by the jobbers salesman.

Unit Wholesale Price	Unit Retail Price	Article	Quantity	Price	Profit
$4.69	$6.25	Anti Skid Chains, 30x30½	12 pr.	$52.50	$22.50
3.38	4.50	Tire Covers, assorted sizes	6	18.00	9.00
4.50	6.00	Jacks	5	22.50	7.50
3.00	4.00	Pumps	5	15.00	5.00
.48	.09	Valve Cores	100	4.85	2.15
1.08	1.50	Air Gauges	6	6.48	2.52
.38	.50	Cold Tire Patches	6	2.28	.72
.50	.75	Inside Patch	10	5.00	2.50
.56	.85	Spark Plugs	50	28.00	14.50
.03	.10	Ignition and Light Wire	100	3.00	7.00
.94	1.25	Hydrometer	5	4.70	1.55
6.00	12.00	Ignition Coils	2	16.00	8.00
.03	.05	Fuses	100	3.00	2.00
.20	.30	Ediswan Fittings	20	4.00	2.00
1.13	1.50	Trouble and Dash Lamps	2	2.26	.74
1.50	2.00	Flashlights	3	4.50	1.50
.29	.45	Mazda Lamps	50	14.50	8.00
.94	1.25	Electric Tail Lamp	5	4.20	1.55
7.50	10.00	Spotlamps	6	40.00	20.00
.50	.75	Radiator Cement	6	3.00	1.50
.64	.85	Body Polish	10	5.70	2.80
2.25	3.00	Grease Gum	2	4.50	1.50
.25	.50	Oilers	5	1.25	1.25
.15	.25	Grease Cups	10	1.50	1.00
.50	.75	Fan Belts	10	5.00	2.50
.52	.80	Brake Lining	100 ft.	43.60	37.40
.40	.60	Radiator Hose	18 ft.	7.20	3.60
1.50	2.00	Cut Out	3	4.50	1.50
.45	.60	Piston Rings	25	11.25	3.75
.25	.40	Grinding Compound	6	1.50	.90
7.50	10.00	Horns	3	22.50	7.50
1.00	1.50	Step Plates	1	1.00	1.50
7.50	10.00	Motometers	5	37.50	12.50
2.25	3.00	Windshield Wiper	3	6.75	2.25
2.25	3.00	Mirrors	1	2.25	.75
7.50	10.00	Fire Extinguisher	1	7.50	2.50
3.19	4.25	Battery Box	1	3.19	1.06
7.50	10.00	Bumpers	5	33.05	6.65
6.50	10.00	Springs	1	6.50	3.50
.70	1.00	Wrenches	10	7.00	3.00
.56	.75	Pliers	10	5.00	2.50
.20	.35	Screw Drivers	10	2.00	1.50
5.00	7.00	Tire Carrier	3	7.32	2.43
2.44	3.25	Radiator Caps	3	7.32	2.43
.38	.50	Priming Cups	10	3.80	1.20
7.50	20.00	Carburetors	1	22.50	7.50
.50	.75	Soap	6	3.00	1.50
				Cost	Profit
				$511.13	$236.27

SELLING MORE IMPORTANT THAN BUYING

Buyers Often Fool Themselves seeking that "Extra Five"—The Selection and Assortment of Merchandise Bought More Essential than Price Paid.

By Saunders Norvell

LET us start here with the retail merchant when he goes to market to buy his opening stock. I have sold hundreds of stocks of goods and have therefore been present at the birth of hundreds of new merchants. In selling these "new stocks" there was frequently very hard competition. A number of jobbing houses were trying to sell the merchant and to convince him that it would be to his interest to cast in his lot with them. I was fairly successful in selling these stocks, and now I am going to give you one of the secrets of my success.

It is very simple. I simply told the merchant the plain truth about the retail business as I saw it. Most of my competitors attempted to make the customer believe they would sell him the goods at cost or at least very much cheaper than any one else.

In a word, all of them talked **price.**

As a result, most of these new merchants became imbued with the idea that there was just one problem in doing business, viz., to buy goods **cheap,** and that somebody was going to **"rob"** them in the price.

Then, without belittling the necessity of buying their goods at the right prices, I attempted to prove to them that the price at which goods are bought in the retail business is not the **main consideration.** I tried to show them that most merchants paid just about the same price for their goods. The thing that I emphasized was that the main point in buying new stock was to get the **right assortment** of goods—goods that would sell in their community—and to buy these goods in the quantities, sizes and styles, just as they sold. Sometimes a merchant was doubtful in regard to this proposition, and then I put it to him this way:

"Suppose you and I wish to buy out a retail stock. Suppose we went to ten towns, say of 5,000 population, and looked over ten running retail stores with a stock of merchandise worth say $5,000. Now, I put the question to you: In your opinion how much cheaper would the closest and most careful buyer of these ten stores buy his goods than the most careless buyer?" On the entire stock it would usually be agreed that the close buyer would not get an inside of more than 5%.

In other words, the difference would be $250 on the total stock.

"Now," said I, "in your opinion how much difference would there be in value between the best assorted stock and the poorest—that is—by reason of **unsalable** goods, **dead** stock, **wrong** sizes, etc?" We usually agreed that this difference would amount to fully 25% to 30%.

"It is for this reason," I would then say, "that I hold that the character, condition and assortment of goods in a retail store is of greater importance than the extra 5% a merchant may obtain by the closest attention to buying.

Now, this new merchant would say, "Well, why can't I buy cheap and also get the right assortment?" My answer to this was, "Simply because it is a peculiar twist of human nature that the man who always wishes to buy things cheaply devotes so much thought to the extra 5% that he forgets other considerations entirely.

The close buyer is almost invariably overstocked with "widows" because in order to get his extra 5% he has been compelled by the seller to buy in large quantities—much larger quantities than he actually needs.

Then many a retail buyer in his vain desire to buy direct from a manufacturer and to get the extra 5% has had to buy more goods than he needed to make up a shipment from this manufacturer when it would have been much better for him to have bought in a more moderate quantity even at a somewhat higher price from his local jobber.

Then I called the attention of this new merchant to another fact that probably had not occurred to him. It is a simple matter to get a salesman to make prices when he has a price-book in front of him. The making of prices for reasons that will follow later in this article does not take much salesmanship. As a matter of fact, the average salesman has very little leeway, but when we leave the question of prices and get to the question of assortment of goods, then it takes real salesmen with knowledge and experience to see that the new merchant is put into business right.

I went on the road when I was nineteen years of age. I went out West, where business was booming. In those first two or three years as a salesman I had many "new stock" orders thrust upon me. Will the good Lord ever forgive me for what I did to some of these merchants in helping them select some of their assortments? When Gabriel's Horn blows and I am called to judgment, some of the charges I will have to answer I am sure will be preferred by the ghosts of some of my former trade. I gave them prices, all right. That was easy. The prices were in my book, but there was no guide to assortment, and the confiding merchant got merchandise for which there was not a call within five hundred miles.

Passes on Dead Stock

I suppose this accumulation of dead stock is still on the shelves, covered with the dust of the years and with the fly specks of many generations of flies. I never knowingly overcharged a customer. I never asked more than our sellng price. My conscience does not prick me on the score of prices, but, oh, those assortments that I scattered!

Do you realize that 25% of all the capital invested in business is tied up in the ends of the line?

Then there was another fact that I used to call to

the attention of these merchants who had the idea that their main object in life was to buy goods cheaper than their competitors. This idea was that about 25% of the average retail stock consisted of goods on which the manufacturer fixed the price—there was only one price. Then there was another 25%, which consisted of jobbers' special brands, where the jobber fixed the price—there was but one price.

Then there was another 25% of goods, on which no man could tell whether the price was right or not—goods bought on trust.

For instance—who knows the real value of a medium or high-priced razor strop? In order to know the real value of this strop you would have to know whether the hide was cut over the back, the side or the belly of the cow. Leather from each locality has a different value, and you certainly cannot tell this leather when it is fixed up in a razor strop.

Then take brushes. How can you tell the exact value of a brush unless you count each bristle, and so know just how many bristles and how much tampico is in the brush?

So if the above statements are correct, we have 75% of a retailer's stock on which he absolutely pays a fixed price. This leaves 25% of staple items on which he can occasionally puggle an extra 5%, but is the game worth the candle? Personally, I think not.

I have always prescribed and I still preach that the main thing in the retail business is salesmanship and the ability to sell goods. When your goods are bought in right assortments then comes the question of moving the goods. Here comes the art of salesmanship, and in this art I include the arrangement of the store, show-window, show-case, and the smile on the face of the clerk.

If you will investigate the history of the most successful retail merchants that this country has produced, you will find that judgment in the purchase of their merchandise and not the obsession to buy something cheap, built their reputation and their fortune. A. T. Stewart, the first of the great merchant princes, grew from the smallest of storekeepers, with an original capital of less than $1,000, to a volume of over $20,000,000 a year on this principle—Stewart assortments were selected with the finest discrimination with the view to their selling, not their saving qualities.

Charles L. Tiffany, founder of the great world-famous jewelry house, started business September 18th, 1837—the year of the terrible national panic—with but $500 capital. In his first three days his total receipts were but $4.88. But Tiffany had what other merchants didn't have—taste, refinement, judgment, and psychic sense. In buying his initial stock, he aimed for distinction of its quality, and then, when his merchandise arrived, infused into its display the love of an artist. Folks who came into his store went away and told all their friends of the elegant line of merchandise he carried and the exquisite taste shown in its display. The day before Christmas—three months after starting—he took in $236, and the day before New Year's the receipts jumped for the day to $675. From that day business soared higher and higher. When the French Revolution of 1848 sent Louis Phillipe into exile, and his nobles into pawn, Tiffany hurried to Europe and bought all the diamonds of the hard-up aristocrats and a part of the French crown jewels, including a zone once worn by Marie Antoinette. Tiffany aimed high—sought quality—assortment—not price, always keeping in mind their selling appeal.

Study the history of Marshall Field and you'll observe the same principle at work—with the same result. Stewart, Tiffany and Field, besides using judgment in what they bought, met their customers at the front door with a smile and insisted on their employees doing likewise.

Do Not Forget to Smile

If I were running a retail store, I think the first thing I would do every morning would be to get my clerks together and say: "Gentlemen, now let us all smile. Let us see who can put on the best smile to start the day's work." If you have a grouchy clerk in your store, if you can not cure him of the grouch, put him to work in the basement. Do not let him get in front, where he will come in contact with your customers.

The other day I dropped into a cigar store and as I was lighting my cigar, an old man came in and mumbled something to the clerk. The clerk was very sharp and short in serving the old man. As he went out, the clerk turned to me and said: **"A lot of dubs do come in here."** "Yes," I answered, "the only trouble with that old man is that he is **deaf** and you are not a keen enough observer to remark that fact. Of the two, my dear boy, I think you showed up as the dub."

Let us not forget that some of the most famous personages of the world have been hard of hearing, including Beethoven, the world's greatest musician; Julius Caesar, the world's greatest soldier; Dr. Swift, the world's greatest satirist, and a host of others little less distinguished, among whom may be mentioned Coleridge, the poet; Harriet Martineau, the essayist; Sir Joshua Reynolds, one of the world's great painters, and our own Thomas Alva Edison. Of the 100,000,000 inhabitants of the United States, an estimate was made some time ago that approximately 3,000,000 suffered in one degree or another from impairment of the hearing sense, including the wives of three of the richest men in America. Look out—be considerate to the hard of hearing—they can help or hurt you, depending upon whether you please or offend them.

Have you, as the proprietor of your store, ever told your clerks to look out for the deaf and those who can hardly see?

People who are almost blind and who are deaf are very sensitive in regard to their affliction. Usually you can tell a deaf person because, strange to say, a deaf person speaks in a very low voice. You can generally notice those who have very poor eyesight because they hesitate in walking. A retail clerk who will study these things, who will speak loud and clearly to the deaf, and who will take pains to explain things verbally to the almost blind is a pearl without price. I wonder how often in your store you have had your clerks assemble and discuss the handling of different kinds of customers?

The basis of all good salesmanship is to be pleasant and agreeable, and the best way to go into training to become a star salesman is to start at home by being pleasant and agreeable in your own family. The aspiring young salesman should try at the evening dinner to entertain the family. He should tell about the amusing things that have occurred to him during the day; but, better still, he should try to be amusing to his family at breakfast.

Push Tire Sales In Spring

The best tire business is the spring tire business that comes just when the motorists are getting out their cars after their winter rest. Even the owner who does not have his car overhauled or the engine cleaned up takes the care they should of their tires through the winter, and they come out in the spring ready to blow out on the first warm day. If a man does not think he needs any new tires when he first begins using the car he is very likely to find out his mistake before he has driven a hundred miles.

Every Motorist is going to want new tires, and new tubes, and the tire dealer expecting this and gets everything ready for the rush before it comes, will be able to take care of it and get the bulk of the profit of the early spring days. The dealer who can handle the early business right is going to please his customers and make them feel like continuing to come to him through the season.

The time to start after the spring business is right now, unless you have done even better and started before this. You ought to have your increased stock of tires and tire accessories all bought and delivery made or arranged for to take care of the earliest demands. You ought to have a good mailing list and you should be getting out letters to this list, urging upon owners the importance of having their tires put in condition before their first country trip.

If you want the tire business of your community, you can get it. You have all the chance in the world to land the bulk of the business, because no other dealer is doing anything like all he might to get it himself. You ought to advertise tires in the newspapers, in letters by mail, with good window displays, roadside signs and signs on the front or sides of your place of business. You ought to give your tire business so much publicity that when any motorist in your town thinks of tires, he thinks of you.

Advertising the make of tires you handle, of course. See that people all know what brands are yours, so you will profit by the general advertising done by the manufactures. Call on the manufacturers to supply you with advertising and display matter and use it. Don't change makes every new moon. Pick out the good ones you want to handle and stick to them, so you can profit by the repeat business of satisfied buyers, and so you can continue to tell your people that such and such tires are the best and not have them come back at you with, "Last year you told us So-and-So tires were best."



The hardware store sells all the year, while many country garages close during the winter months.

Here is some good material for a circular letter on advertisement for your tire department:

DON'T TAKE TIRE CHANCES

Tires are not made of steel. Rubber is perishable stuff and the condition of your tires this Spring depends not only upon how good they seemed to be last Fall, but upon how well you cared for them through the Winter.

Sometimes a tire is as good as it looks, but that is not the case when it has stood all winter, especially if it was not deflated, removed from the rim and cleaned.

There is no economy in trying to save the last two or three hundred miles in a casing. That kind of economy may land you and your friends in the ditch. Get the old tires off and out of the way before they make you trouble.

Think of the tube, too. Why spoil a good tube, worth three or five dollars, trying to get a last dollar's worth out of the shoe?

The best automobile economy calls for keeping the car well shod, all the tires in safe condition, at least. Let us examine your tires and prescribe for them. If you need one or more new tires this Spring, don't put off getting them until you have to spend hours on the road in repair work. Put your tire equipment in good condition for the first trip out in the car.

A Tire Newspaper Ad

The Glenfell Milling Co., Glenfell, Sask., are extensive users of newspaper advertising. One of their recent effective announcements pertaining to tires was worded as follows:

"WE OFFER TIRES

With records for maximum mileage service. They cost less per mile of service than almost any other tire we know. Better get a set next time. Remember it isn't what you pay but what you get for your money that counts."

At the top of the ad was the sketch of a mechanic about to put a new tire on a car.

High Class Hardware

Call in and see us. We can show you a good line of

Ranges and Heating Stoves
Washing Machines
Cream Separators
Guns, Rifles & Ammunition
Fishing Tackle

Automobile Accessories and Tires
Dealer in Maxwell Cars—"That good Car"
Genuine Ford parts in stock
Special: See the "Tiger" Tire

GEORGE R. SIMMONS

Phone 58 - Bracebridge

How one Ontario dealer advertises accessories.

The Gendron Mfg. Co., Limited

Makers of

Children's Vehicles



Our newest Ball Bearing "DISCO" wheel coaster. Made in three sizes. Rubber Tires only. Ask for our advertising matter.

The Gendron Mfg. Co., Limited Toronto

LAWN FURNITURE

is now seasonable



Outario Lawn Swing

The arrival of Spring and it's beautiful days will create a big demand for lawn furniture. Will you be able to supply your customers with the lawn furniture they need?



The Faultless Stepladder

We illustrate here the Ontario Lawn Swing, a popular line at this time of year.

We make ladders of all kinds camp cots one chairs, folding chairs and tables, park seats, suspended lawn swings, etc.

Our Catalogue "P" Is Free.

Stratford Manufacturing Co. Ltd.

Stratford, Ontario

DUNLOP

CORD TIRES FABRIC

Dunlop Mile-age

"Mileage" is the magic word in Tiredom these days, and Dunlop Tires right across the continent are rolling up record after record.

To think about a 5,000-mile Tire is to live in the past; to talk about a 10,000-mile Tire is to be "just ordinary;" to dwell on a 15,000, 20,000, 25,000 mile Tire is to get into that rubber sphere where Dunlop is pre-eminently the leader.

Ask for Dunlop Cord and specify "Traction." Then you are on your way to a new experince.

Dunlop Tire & Rubber Goods Co.

LIMITED

Head Office and Factories: TORONTO **Branches in Leading Cities**

Sporting Goods Window Displays

By ERNEST A. DENCH

Many hardware dealers have not the time to give to the planning of new and original displays, but they stand ready to keep their show windows attractive if they can be spared of the imaginative part. It is with this idea in mind that the following displays have been gathered from near and far.

Tires as Display Fixtures

Holt, Renfrew & Co., Quebec City, Canada, utilized motor car tires as display fixtures in connection with a window exhibit of leather motor coats. Two large cord tires were used as holders through which the coats were draped. These fixtures proved both admirable and appropriate for this particular purpose. The letters on each side of the tires were gilded. Motoring gloves, scarves and goggles were exhibited in other parts of the trim.

A Gun of Tires

A clever window display was arranged by a Montreal concern. A big cannon was rigged up in the window, making the gun proper from tires placed one ahead of the other. The tires ranged from the largest pleasure car size down to the motor cycle. The mouth of the cannon was finished with a solid wheel form, while the gun was pointed at an angle of about forty-five degrees. The wheels of the gun were made of very large tractor style truck tires. A background of palms set off the exhibit to effective advantage.

Calling Attention to Stock Carried

The Plaunt Hardware Co., Ottawa, convinced anglers by effective window displays that they carried an extensive line of fishing tackle. A varied range of fishing lines were exhibited on sloping panels across the rear. The panels were covered with white cheese cloth. In front of the panels were three different units composed of sloping steps, on which bait pails and fish baskets were placed. The central exhibit consisted of fishing rods arranged in tepee-shape formation. The display was backed up by the following card:

"Let us supply your wants in fishing tackle. We have the finest assortment in Ottawa."

Preparing for Season's Opening

The John Hallam Company, Toronto, singled out trout fishing for an appropriate window display. A card enquired:

"Are you prepared for the opening of the trout fishing season?"

Running from the card was a ribbon streamer, which extended to a calendar pasted on the window glass. The day on which the trout fishing season opened was ringed on the calendar.

A Timely Appeal to Anglers

The Bancroft Drug Store, Bancroft, took newspaper advertising space to remind local fishermen of the opening of the fishing season. Their announcement stated that:

FISHING SEASON OPENS IN FOUR DAYS

Remember we are headquarters for

FISHING TACKLE OF ALL KINDS

Buy Tackle that will land the "BIG ONES"

An Angling Contest

Squire's Hardware Store, Brantford, appealed to the angler with a timely contest. There was a prize for the largest small-mouthed bass, another for the largest fish caught in the Grand River, and the third for the biggest trout. This stunt was an excellent business producer in that it induced local anglers to buy their tackle at Squire's.

The Iced Exhibit

Nelson's, Hamilton, attracted attention to their window display by a large fish encased in a block of real ice. On top of the ice was a card pointing out that this fish was

"Caught by Mr. A. Williamson, who used OUR BAIT. Weight 15½ pounds."

At each side of the exhibit two fishing rods were crossed lengthways. Another card gave publicity to the ice company that froze the fish free of charge: "This fish was frozen in ice by Inkselter & Myers." During the spring and summer months, when warm days make it impossible to exhibit fish in their natural state, the ice freezing stunt is an excellent one.

Novel Methods Result in Business

Lisle Fraser, Vancouver, B.C., is said to sell more fishing tackle than any other Vancouver store because of his unusual advertising methods. Every Friday and Saturday during the season a series of bulletins are posted on the windows of the store. These bulletins furnish information regarding the various angling places in the district, the information for which is supplied by friends and scouts. The bulletins tell how the fish are biting in several locations, what fish are biting, what tackle should be taken there, and the catches that have been made there, and why. Here is one such bulletin that caught my eye on a recent trip:

"Sea fishing is good sport. It's easy to get bass, cod, flounder, sole, Tommy cod, rock cod, whiting, etc., anywhere off the rocks or wharves. Take a boat and get a little off shore, anchor, and start fishing. You'll have a mess of fresh fish before you know it."

Fraser also adds a little human interest to his price tickets, which are all alike—small white cards, with the printing done in black ink with a sign writer's pen, in italics. In a chatty sort of way something is told about each article, as per the following typical examples:

"Rods—Rod makers use all sorts of cane, and some of them don't care where it comes from. The best is from India. Split rod canes, $4.00 to $25.00."

"A good rod for short trips. Not made for hard, continuous use, but for the man who is learning."

"English Willow—These are the quality one expects in Old Country Baskets."

Another plan occasionally resorted to is to display on Monday a catch of fish made during the week end. The other Monday Fraser had about forty small trout neatly laid out on a sheet of glass, decorated with fernery. An accompanying card gave the time and place of catch, name of the angler and the tackle that he used.

The remaining displays deal with other kinds of seasonable sporting goods.

The Timely Tennis Trim

Goodwins, Ltd., Montreal, put in a display at the time of the International Tennis Competition, but with the

removal of the flags, it could be used at any time. The tennis net that served to drape the background was caught up at one side with one group of flags attached. The British, French and American flags represented the different countries participating in the tournament. Tennis rackets and balls were scattered about the window floor, with one tennis ball caught up in the loop of a man's belt. Tennis clothing was exhibited on racks.

Canoe as Window Feature

Ketchum & Co., Ltd., Ottawa, had an attractive display of boating goods. The main feature of this trim was a huge, four-seater canoe that was suspended from the ceiling at the centre.

A Time for Play

Fawcett Hardware Co., Ltd., Saskatoon, draped the door of their sporting goods trim with rose plush, with dumb-bells alternately crossed and placed upright. There were pairs of boxing gloves at each side of the trim, backed up by a card at the centre:

> "All work and no play makes Jack a dull boy. Summer Sporting Goods—large assortment. Priced moderately."

An Effective Display

The A. L. Schavoir Co., Bridgeport, put in a simple but effective display of tires. Both sides were occupied by a group of motor car tires, arranged in such a manner that two tires in one direction were crossed by two tires in the opposite direction. This produced the effect of a globe. A group in the centre was arranged with a broadside view of a single tire, with three rolls of hose pipe slanting against the lower edge of the tire rim.

Motor Tourist Needs

The Dancer-Brogan Co., Lansing, had a window drive on articles necessary for the comfort of the motor tourist. In the window was a group of automobile tires, with blankets artistically draped through them. Scattered in and out of the tires were such articles as thermos bottles, picnic baskets and motor road maps.

ASK 'EM TO BUY

The Automotive Equipment Association has been creating selling enthusiasm amongst accessory dealers by showing a film entitled "Ask 'Em to Buy" around the country, and the jobbers and manufacturers' salesmen have been trying to make salesmen of the men who sell gasoline, etc., at garages and service stations throughout the country.

Harry Brasier of the Willys-Overland Sales Co., Toronto, was one of those who saw the film and saw opportunities for sales which had been neglected.

An accessory counter was established inside the front door and a window devoted to accessories. A salesman to push accessories was also employed and in two weeks the volume of accessory sales increased twelve-fold.

A special "First Aid Kit for Overland Cars" was also made up in a box attractively lettered and sufficiently large to hold two headlight bulbs, four spark plugs and a block of wood bored with holes into which are fitted four tire valve insides, two small light bulbs and a spare switch knob. It retails, in this case, for $6.00, and no difficulty has been experienced in selling it. It has several selling points. One of the most important is that of arrangement of the plugs, bulbs, etc., in the box protects them against breakage through being jolted around in the car owner's tool kit.

The experience of the Overland sales office has been quite in conformity with that of any other business establishments that have under taken the merchandising of accessories on the "Ask 'Em to Buy" principle.

Have a Fishing Competition

Sporting goods have a fascination for every boy that probably no other line of merchandise can equal, and while these youthful customers don't have any great amount of money to spend as a usual thing, it is good to have them around and they buy quite a lot of goods in a year's time, when all the small sales are totalled.

Something for nothing appeals to the older boys just as it does to the youngsters, and the sporting goods department can specialize on this trait in connection with fishing tackle.

A prize was offered for the first trout caught, for the first bass, the first pike, etc., and these prizes, in each instance some good item from the stock of tackle, created considerable interest among local rod wielders. The prize in each contest was claimed on the first day the season opened on each species of fish.

In addition to prizes for the first fish caught, the store offers more substantial prizes, also fishing equipment, for the biggest fish of each of the several varieties of game fish prevalent here caught during the season. In this contest the fish must be brought to the store and weighed. A record of the different big fellows is made and posted in the store.

This stunt brings the fishermen in and helps us to sell a lot of tackle. Fishermen like to talk fishing and they can usually find someone in here who has an interest common with them. We want our store to be the headquaters for fishermen during the season, and our first catch and big fish contests are helping to bring this about.

Conversations about fish and fishing, arguments over different kinds of tackle are a mighty good thing in a sporting goods store. Fish stories very often pave the way for some nice sales of tackle.

TORONTO RETAILERS ARE ACTIVE

Alex Henry, of the Sheet Metal Products Company, Toronto, gave a very instructive talk on the processes of manufacturing enamelware at the April meeting of the Toronto Retail Hardware and Paint Dealers' Club on April 10. Part of his address was also devoted to suggestions how to sell enamelware, Mr. Henry giving the arguments in favor of enamelware as against copper or aluminumware, being free to make a comparison as his firm manufactures kitchenware of all materials.

The club also discussed plans for the Clean Up and Paint Up week in Toronto, May 8 to 13, and committees were chosen to canvas dealers in all parts of the city and district for their co-operation.

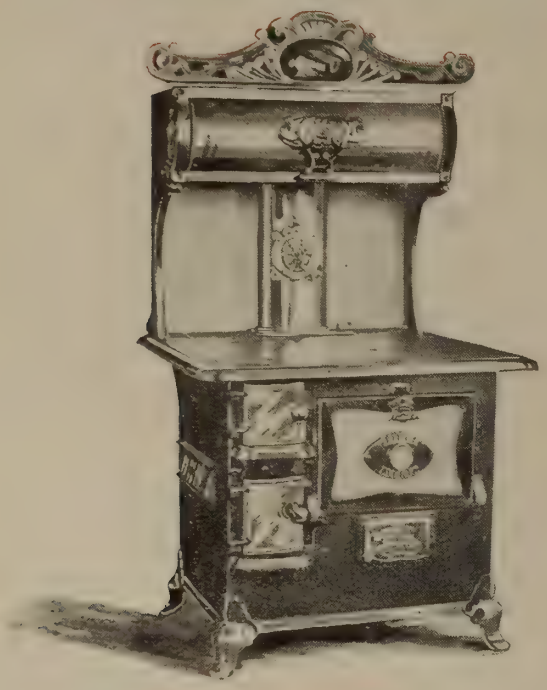
An address on the manufacture and sale of brushes will be the feature of the next monthly meeting at Hunt's Restaurant, Yonge and Bloor streets, on Monday, May 8 at 7 p.m., this being the first evening of the "Clean Up and Paint Up" week.

It will pay any retail dealer to attend these meetings and be on hand promptly. There's nothing so valuable in business as knowing and having the friendship of other men in your same line of business—that is if a man doesn't already know all that's worth knowing—or thinks that he does.

THREE PILOT RANGES

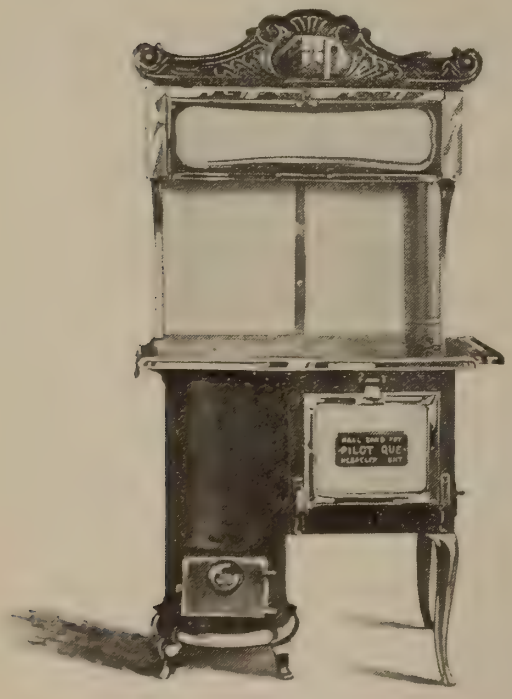
We show here some of this handsome line that brings business to the hardeware merchant and satisfaction and delight to their customers.

Look over the illustrations: note the handsome, striking appearance of the Alerta. This is apparent to your customers at first glance and makes a favorable first impression that paves the way for you as you point out the various convincing selling points of this and other members of this good line; such as, the Pilot Combination and the Pilot Quebec.



Pilot Alerta

This made in two sizes: 16" x 20" and 20" x 20" oven so that you can offer your customers a choice in size. It is also supplied with or without reservoir. From the illustration you can easily judge the beauty of this handsome range. Note the bright, attractive, nicel trimming, the white enamel and the mirror in the decorative top.



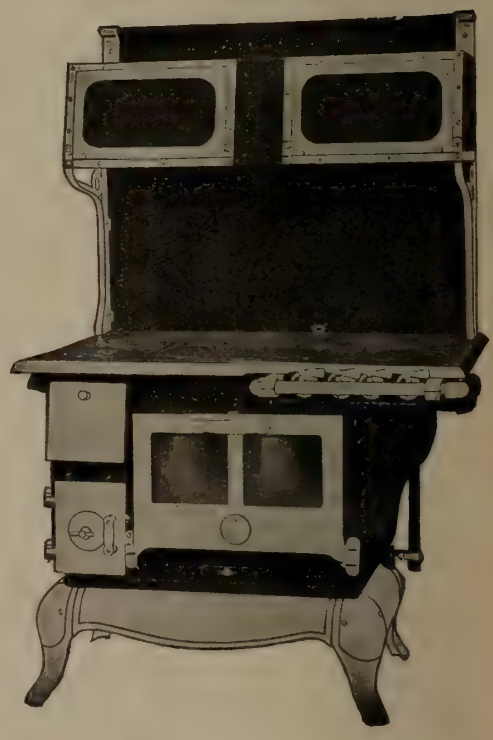
Pilot Quebec Heaters

The New No. 21 Pilot Combination

This is a handsome range, neatly and tastefully trimmed. Not only does it interest your range buying prospects by its appearance, but it thoroughly convinces them by its features of good workmanship, sensible design and high-grade materials. Notice, especially, the warming closets, and the oven with glass doors and thermometers. The gas side is free from projecting pipes, etc.

Pilot Quebec Heater

This is a particularly nice looking Quebec Heater. Very attractive in trim, having considerable nickel and white enamel about it and a decorative top with a mirror. This has a strong appeal to your customers that want a nice-looking and extremely serviceable Quebec Heater with a fine oven that bakes and roasts to perfection.



Pilot Combination

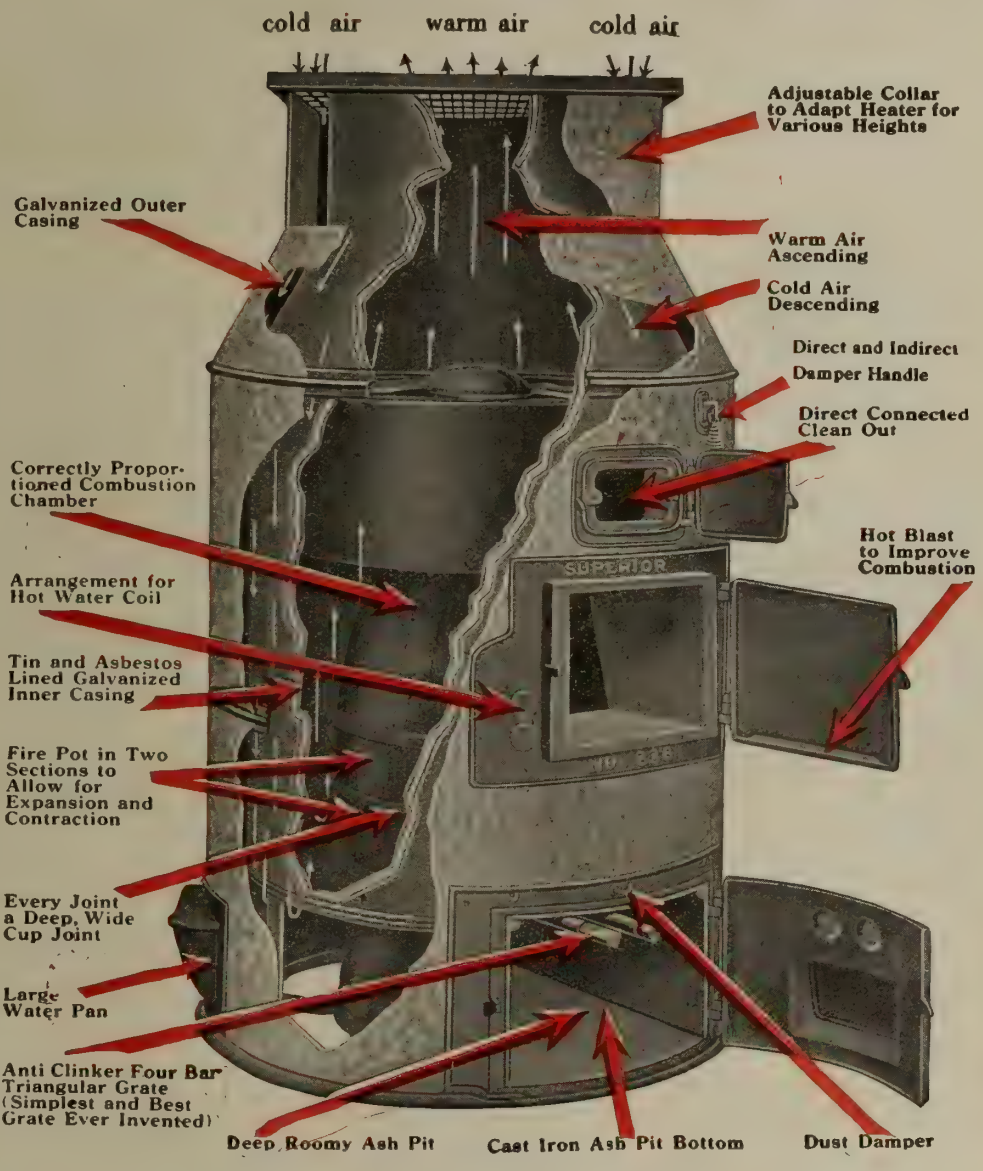
THE PILOT SUPERIOR PIPELESS FURNACE

Any handy man can install it in five hours. Every dealer should have one to show.

ONLY ONE REGISTER

There is only one principle involved in the *Pilot Superior Pipeless—gravity*, Nature's unfailing force. Cold air, being heavier than warm air, falls, and the falling of this cold air displaces the warm air and drives it through the house.

The single register acts as a combination intake for cold air. As the warm air passes through the centre of the register the cold air drops through the outside of the register down through the outer casing, is moistened by the vapor from the large water pan and thoroughly heated by contact with the radiator and other heating surfaces of the furnace. Thence the warm air passes through the centre of the register, providing healthful, warm air for every nook and corner of the house, continuing as long as the fire is burning.



The Hall Zryd Foundry Company, Limited

Western Branch: Post Office Box 687, Winnipeg, Man.

Manufacturers of pilot Stoves, Ranges and Furnaces

Hespeler - Ontario

ADVERTISING METHODS OF RETAIL STORES

Send us your advertisements for discussion and comment—Some current advertisements analyzed.

M. Weichel & Son, Elmira, Ont., in a large circular 15 x 20 inches in size announced a January "Mark Down" sale. "Two weeks of sensational cut prices. We must reduce our stock before inventory and we've made prices that will do it," said the advertisement. "Business has been quiet and for that reason we instituted this sale, which was a success. We turned over and cleaned out a lot of Enamel and Aluminum ware. Ranges were practically nil, although we cleaned up some of the heaters and etc. We usually have a sale in January and this year our sales for the two weeks were up to previous years. We were well satisfied and what would have proven a dull two weeks, was turned into good business," writes Mr. Weichel regarding the results of the sale.



WHAT WE ADVERTISE WE SELL

WEICHEL'S JANUARY

Mark Down Sale

WHAT WE SELL ADVERTISES US

There's going to be some lively selling around here, from January 9th to January 21st. This sale will be a money maker for you. Two weeks of sensational cut prices. We must reduce our stock before inventory and we've made prices that will do it. Remember January Sale prices are the lowest of the year. Come one, come all, and buy as liberally as your purse will permit.

Sale Starts January 9th and Ends January 21st.

ENAMELWARE

Prices on Stoves and Ranges
TAKE A TUMBLE

ALLUMINUMWARE

SPICY BARGAINS in Mitts & Gloves

Prices all cut to pieces on Furniture Polishes

Remember 25 per cent Discount on all these

EXTRA SPECIAL

Some Rattling Good Bargains

Tin and Japanned Ware

The Best Chance of the Year to Save Money on Sporting Goods

M. WEICHEL & SON
PHONE 2 ELMIRA, ONT. PHONE 2

REDUCED PRICES

Another Ontario retailer who is not as live in his newspaper and store publicity as M. Weichel & Son, ran this ad in their local paper in January Last.

COLD FALL WEATHER
Brings many new needs about the heating plant in your home.
GET IT DONE EARLY
OSCAR WEILER
Stoves, Tinware, etc.

Community pride and the saving spirit is appealed to in the ad of the W. W. Thomas Hardware Co., whose store slogan is "Hardware that stands Hard wear."

The argument of beauty and pride in attractive homes and well-kept lawns is effective with a great majority of the people. Indeed, the advertisement goes so far as to intimate that its stock is primarily intended "for folks who appreciate pretty lawns."

As a matter of fact, there is a subtle flattery in the classification of "folks who appreciate pretty lawns."

WHAT WILL A RUN-DOWN LAWN COST YOU?

Ever stop to think that indifference as to appearances is a costly thing? The man who fails to keep his house well painted and in good repair, is the man whose lawn is not worth spending a few dollars on.

Often you ride past a street of homes and hear the expression, "There's a beautiful place!" Think back now. Don't you remember those "beautiful places," set back from green, well-kept lawns?

Let us hope one of these "beautiful places" was yours. And for you we have just received a new lot of two-year guaranteed

Garden Hose, 5/8 inches, 5-ply, per foot.....12c

For Folks Who Appreciate Pretty Lawns, We Carry in Stock—

Lawn Mowers (14 to 16-inch blades), Hose Reels, Nozzles, Lawn Sprinklers, Grass Catchers, etc.

W. W. THOMAS HARDWARE CO.

"Hardware That Stands Hard Wear"

No one wants to acknowledge that he is indifferent to the appearances of his home and his property. If he has been neglectful he can be stirred to action by advertisements of this kind. Emulation is easily aroused.

G. Vincent White, advertising manager of the Sumner Co., Ltd., Moncton, who recently won a prize competition for the best advertisement of Philadelphia-Made Hardware, was the author of this gas heater announcement.

The ad is designed to move gas heaters by pointing out the disadvantages of delay in purchasing. In this appeal the ad is successful. This is the sort of publicity needed to move seasonable stock which seem to be among the slow sellers.

The copy angle which is used in this ad is a potent appeal. When it is pointed out to the reader that delay in buying means that he will be compelled to choose from stocks that have been picked over, he

DON'T PUT IT OFF TOO LONG!

If You Are Going to Need Another Gas Heater this Winter now is the time to get it set up

Why wait till you are freezing and stocks are nearly all cleaned out—and you have to take what you can get—not what you want—and put it up yourself because the pipe fitters are all busy.

NO! GET IT TO-DAY

Never have we had a better assortment for you to choose from than we have now.

Priced from $4.00 up.

Showroom second floor.

SUMNER CO., LIMITED,

Main St., Moncton, N.B.

invariably responds, provided he intends to purchase the article eventually. Often this sort of appeal makes a sale when the reader may have decided to do without the article.

"The Store That Saves You Money"

Slogan of the Brace, McKay business at Summerside, P. E. I.—"The Small Store with the Big Business"—Has Own Special Brand of Fox Wire netting.

By W. E. Daley

"The store that saves you money" is the slogan we have adopted for our business—that of Brace ,McKay & Co., Ltd.,, of Summerside, P. E. I. It might also be called "the small store with the big business."

The business was founded thirty years ago by J. A. Brace, and was incorporated as a joint stock company in 1913, with Creelman Mac Arthur as President; L. R. Allen, Vice-President; A. S. McKay, Secretary-treasurer, and under thorough supervision of these executive officers the business has flourished greatly till it has assumd its present-day standing and it is still going strong.

A general store business is conducted, with hardware one of the leading departments. Fox wire netting is one of our leading hardware items and is an item which is becoming more and more important and receiving a greater demand each year. The raising of silver fox on Prince Edward Island about fifteen years ago created a demand for a wire netting which possessed qualities that were lacking in the ordinary farm or poultry grade of netting. Having an intimate knowledge of the requirements and also with an eye toward the sale of such material as an extra commodity, our managers secured an oversea agency from the manufacturers, perfected a specification for a special made-to-order galvanized fox netting that was instantly approved by all the leading ranchers throughout the country, and today enjoys a demanad second to none—as we are selling it all over Canada from the Atlantic to the Pacific, throughout the United States, and Newfoundland. So much for the fox wire netting.

GIVE CUSTOMERS SQUARE DEAL

The policy of this firm has always been to give the customers every attention—to keep old ones, and create new ones, giving each individual a fair and square deal and selling only the best of everything—such as can always be recommended. This method pays,

One of the most successful methods for increasing sales we have found is to get several of the leading stores to pool their interest in obtaining special trains from the Eastern and Western extremities of the Island, which gives the people an opportunity of travelling on these trains at greatly reduced rates, and at the same time save money on many items of the big special sales which are held.

One of our recent plans to induce bigger buying was the giving of a duplicate ticket free with every purchase of a dollar's worth of goods in the store, thus enabling the holder to guess the number of beans in a sealed jar. This jar



was on exhibition in another store, so that no unfairness could be charged. Over fifty prizes were offered running from a flashlight to a phonograph. This contest lasted a week.

Every salesman keeps a daily record of his total sales; cash, charged and returned, the totals of which are checked up at the end of the day with the totals obtained from the general sales book. every sale being thus accounted for and duplicated. At the end of every month a general sales sheet is made out, giving the totals of each clerk and showing his standing with reference to the other salesmen, also with the same month of the previous year. This method has been found of very great importance because the individual salesman then knows just hiw he ranks with the others and his pet ambition is to get at the head of the list next time.

Keeping so close to one's store that one never has time to see or find out what competitors are doing is the Grand High Sign of business palsy.

RAM

"The Right Paint



THE COMPLETE

Right, because it's properly manufactured all the way through. The materials for the Agate family are selected with greatest care. The finishes shown are in demand by every householder, not only for new work but for refinishing floors, woodwork, radiators, furniture and for other purposes too numerous to mention. Make the famous Agate family work for you.



Save the surface and you save all" Paint & Varnish

A. Ramsay &

The All Candian Manuacturers of

Montreal Toronto

Distributors : EDMONTON DISTRICT—Revillon Wholesale Limited, Edmonton, Alta. CALGARY DISTRICT—









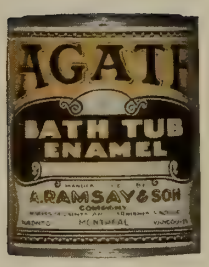
SAY'S

To Paint Right"

AGATE FAMILY



This year, more than ever, is a time to display your stock of Ramsay's products. It is going to be a building year and merchants all over Canada are planning for it. The men who are ready will get the business. Ramsay's products make good, pulling displays—exhibit your stock prominently and cash in on larger sales.



Son Company

Paints and Varnishes since 1842.

"Save the surface and you save all" Paint & Varnish

Winnipeg Vancouver

The McDonald-Baker Company,
818 8th Ave., Calgary, Alberta.

NOVA SCOTIA—James Simmonds, Limited,
Halifax, N. S.





"Save the surface and you save all" Paint & Varnish



HOW THE RETAILERS SHOULD ADVERTISE

L. R. Greene, of Tucketts Ltd., Hamilton, and formerly of the Sherwin-Williams Company gives some practical suggestions for successfully advertisiug retail stores.

IN discussing retail advertising, let us get right down to basic principles. Advertising, to be of any value to the retailer, must bring back to him his investment plus a profit in the way of increased good will or profitable sales.

When you mention advertising to the average merchant, his mind is likely to revert immediately to the idea of putting a few advertisements in the newspaper, sending out a few circulars, putting up a few signs, any one or all of these things. That, to his mind, is advertising.

Such a merchant is not likely to be a very successful advertiser unless he gets a much broader idea of what advertising really means. The first thing he must consider is what impression his business makes upon those who should or do trade with him; the people who occasionally visit his store and buy his goods. Do they go away with a good impression as to what they have bought and the treatment they have received? Do they like your store, your clerks, the way you arrange and display your merchandise? In fact, does the atmosphere of your business impress them favorably or are there things in your organization and in the way you handle your business which are objectionable to the average customer and which must be corrected, if you are to make full progress?

Remember this, you advertise whether you wish to or not. It is optional with you as to whether you put an advertisement in the newspaper; as to whether you send out a circular; but as long as you are in business, there is one kind of advertising working for or against your business. You cannot avoid it and, therefore, it is of primary importance you give it first consideration. I refer to the appearance of your store, the appearance of your windows, the attitude and service rendered by your staff to the buying public. Untidiness, carelessness, lack of courtesy, if they are in your business, are very much in evidence of your customers and so repel them and create an unfavorable impression, which drives them to other merchants for their purchases.



L. R. GREENE,
Hamilton, former advertising manager of Sherwin Wiliams, Limited

So, surely, the first thing to consider in retail advertising is the appearance of your store, the arrangement of your stock, the attitude and training of your staff, and this big question of service to the buying public.

Picture Business in Your Mind

After this convention, when you go back to your business, just for an hour or so, forget all the other important things and helpful suggestions you have received and try and get a fresh impression of your business. Is your stock well arranged? Is it properly displayed? Is your store neat and tidy? You may or may not be in a position to buy the latest and up-to-date fixtures, but that is neither here nor there, so far as giving the proper display to the goods that you handle and the keeping of your stock neat, tidy and well arranged. Remember that when a customer comes into your place of business to buy a certain thing, if your stock generally is well arranged and well displayed, he may see a dozen other things he needs. He may buy them at the time or he may make a mental note and come back later. This fact is recognized by the successful chain store systems. You go into a "5 and 10 Cent Store" and you find all their stock is so displayed that it catches the eye of the shopper. It is not piled away in packages on the shelves, but is laid out where the prospective buyer can see it. The method of display used by the 5 and 10 cent stores, sells far more goods for them than the work of the clerks behind the counter. The goods sell themselves as it were. They say, "Here I am, look me over, I am worth so much." How much actual selling does the average clerk in a 5 and 10 cent store do? Practically none. It is nearly altogether a matter of clever display. *Remember that.*

You will say there are many times in my stock, which I could not possibly display in that way, nor have I sufficient counter room. True; but there are innumerable items in your stock which you could display and which are tucked away in odd corners, and possibly even you have forgotten some of them.

It does not matter where your business is situated, in the big city or the small town. The principle of display applies in either case and the sooner you grasp its possibilities and study it out for your business, the bigger will be your returns. Don't think this matter of display simply means piling goods on the counter, any old way; have some system and method in your efforts along this line and you will get good returns.

Then there is the personal factor in your business. What about your clerks? Are you yourself setting them a good example in handling and treating your customers courteously, or are you simply leaving the boy to do the best he can and follow his natural inclinations, some of which are right and some of which are wrong? What about a meeting once a week with the boys to go over the new lines of goods which have come in during that week and a discussion of the selling points and the opportunity for their sale? Are you carefully scanning all the literature you receive from manufacturers of the lines you handle and passing the good pieces along to the boys so they can study them and get the talking points?

A salesman calls on you; he has a good product, he talks it well, emphasizing its selling points. You buy, but do you get the boys together at the time for five or ten minutes, or perhaps that same evening, and say, "Here! Mr. Jones, you have sold me your goods because you have put up selling points to me which have convinced me of their merit, now pass these same selling points along to my staff so that when those goods arrive in this store, we will be able to sell them to the consumer."

Trade Papers an Inspiration

A great source of information are the up-to-date trade papers. You probably get and you read them, but do you see that your staff also have the benefit of the information they contain?

Now you may say, you thought this was to be a talk about retail advertising, but isn't the talking of the goods you sell to your customers on the part of your clerks, advertising? Isn't what favorable things your customers say about your business to their friends, about the good service and the goods you sell, good advertising? Most assuredly it is, and if it is favorable it is the best kind of advertising you can get. If it is unfavorable it is most harmful advertising that you can receive.

What about your window? There you have one of the greatest advertising opportunities possible to have and your windows will insist upon advertising. If they are untidy, dirty and neglected are they not likely to give just such an impression to the man who passes your store? And so he sizes up your business. If they are neat, clean, well-dressed, filled with attractive merchandise, they are working every minute to sell goods for you and also to create good will.

It is so obvious that properly cared for windows are good advertising that it is astonishing any merchants neglect them. Let us take a lesson from the great departmental stores, which spend thousands and thousands of dollars on their window trimming. They realize there is no better advertising than a well-dressed window. If that is so in the cities, where competition is keen, how much more so it is in the small towns where window trimming is frequently neglected, and so you have wonderful opportunities to make your store outstanding in that respect. Your windows will insist in advertising your business and it is up to you whether that advertising be good or bad.

Plain Price Tickets an Aid

And in touching on store display and window dressing I cannot help but emphasize an important point in that con-

nection and that is the plain pricing of your goods. Do not be afraid to show prices plainly in your window. Neat price tickets are a tremendous help to sales. Here again the chain stores have established a very definite policy and I can tell you that chain stores have to be operated mighty efficiently if they are to make money. I have talked to chain store executives and I know in every case they emphasize the importance of price tickets. Even in such an exclusive shopping district as Fifth Avenue, New York, the price ticket has its place. A series of experiments was recently carried out in that high-priced shopping district and the windows which displayed the prices of the goods it contained was the window which was most profitable to the merchant. The day of marking your goods with hieroglyphics and keeping their price a dark secret is gone by. Well displayed and priced goods in your store will sell themselves. Frequently, your customer is timid about asking prices. He does not want to bother the clerk until he has made up his mind as to whether he will buy or not and so passes out of the store without the knowledge he wishes to have, and he may never come back. The price ticket may make the sale on the spot without any effort on your part. I do not mean by that only cut prices should be advertised; far from it. Study the use of the price ticket, as you will find it an effective ally in your efforts to build up sales.

And now we have covered briefly the first essentials in advertising your business. Get them right and you have laid a firm foundation on which to build your other advertising, and get results. What is the use of advertising in newspapers, in circulars or by signs to attract people to your store if, when they reach there, they find a sloppy and untidy establishment, goods poorly displayed, or indifferent or discourteous clerks? You are simply bringing that customer to your store to impress upon him that your place is a poor place to shop, and then you turn him loose with that impression, which may remain fresh in his mind for many a long day and by him passed to others.

And now that we have our inside organization working along proper lines, what else can we do to advertise our store? If we live in a newspaper town or city, naturally you will expect to use your local paper, so let us consider some of the essentials of successful newspaper advertising.

Advertising Should be Persistent

First of all, is the matter of space, as on that depends the amount of money spent. One of the important features in any type of advertising is persistency. If you are going to advertise in a newspaper there is no use in being in to-day and out to-morrow. Adopt a fairly consistent schedule so there will be some continuity to your advertising. Let us take small space and use it fairly frequently rather than large space only occasionally.

Then, as to copy; why do people subscribe to newspapers? Because they wish to read the news. Then just inject that same idea into your advertisements. Make them newsy, chatty, readable, and make your statement definite. Don't simply say, "We have a fine line of pocket knives, come in and look them over." Or don't even be satisfied to say, "We have a fine line of pocket knives, priced from 25 cents to $9." In that case you are neither newsy or definite. For instance, "At 25 cents we have some one-bladed knives which are excellent value at the price, but, of course, if you want a good serviceable knife you have to pay more for it. At 95 cents, we offer a particularly good line, 2 blades, fine Sheffield steel, made by one of the world's most famous makers. It is a dandy knife for a boy, or even for the man around the farm. We think it is one of the best values we have and, therefore, we mention it here. A good, serviceable knife at 95 cents," and so on. Study your proposition and you will find lots of interesting newsy little items in regard to the goods you handle. Then don't be afraid to give the prices.

The reader will think to himself, Ah! a good knife at 95 cents. I think I will drop in and get one of those and when you have him in the store, think of the opportunity you have of selling him other goods.

Then make your advertising truthful. Don't exaggerate, don't overstate. If a product is at a low price, don't give the man the idea that he is receiving a high-grade product at half the usual price. It may be excellent value but it may not be as good as it should be, and if the customer wants the best he has to pay a higher price. Truthfulness in your advertising establishes confidence, and the confidence of the community in your business and in your integrity is a tremendous asset to you. When you get it by hard work, be very jealous about it and don't let it go.

So, in review, in writing newspaper advertising, or any other advertising for that matter, make it newsy, make it truthful and make it definite, and don't be afraid to mention prices.

Just imagine what a useless thing the Simpson or the Eaton Mail Order Catalogue would be if they contained no prices. Therefore, take a leaf out of the practices of the big fellows who have grown big because they knew how to do business, and apply them to your own business.

Direct by Mail Advertising

Another big field for you to develop in your advertising is the direct-by-mail method. That is the sending of circulars or letters to customers or possible customers. To do this properly, you should really make a survey of the possible field for the development of your business. That is, does it only include your town or part of your town, or does it stretch itself out into the surrounding district. After you have decided as to what section you expect to work thoroughly for business, prepare your mailing list carefully and, if possible, plan to reach your list once a month with some interesting circular letter or other piece of literature. Frequently, you may only use a part of your list as you may have your list classified so as to work a particular type of buyer on a particular proposition.

In preparing direct-by-mail literature, letters, etc., you can receive a great deal of help from many of the manufacturers, whose lines you handle. Some of them specialize in this type of co-operation with the retailer and have much valuable and helpful material available for your use which is excellent in itself and helps you to keep down the cost of the work you are doing.

Perhaps before closing we might also touch on the value of signs, particularly in the smaller town or villages. Signs advertising your business can be placed around your district and out along the main thoroughfares leading into your town. Such general advertising serves to constantly keep your name before the people who buy. When the man is on the way to town, jogging along behind the old grey mare or rattling along in his Ford or gliding along in his Packard, these signs may remind him of something he wants to buy in town and naturally such a reminder will direct him to your store.

An Interesting Discussion

In answer to an inquiry, Mr. Greene instanced the placing of an ad. by a hardware dealer in his locality in his younger days in the local and surrounding country papers, wherein the dealer asked the boys of the community to send in the name of any person or persons intending to build that year and get a souvenir jack-knife in return. The dealer received 400 replies. That meant sending out 400 pretty good jack-knives, but it meant also the getting of a splendid list of prospective customers. It was costly advertising, but it paid in results—and that is good advertising.

Answering the question "What was the perentage ratio of advertising to sales" Mr. Green said about two or three per cent. Some go as high as five per cent. He favored the making of a budget every year on what the dealer should spend for advertising. To do this properly the dealer should know the amount of his sales.

"Is church and concert program advertising any good?" asked one dealer. No, said Mr. Green; not worth a hoot. Such affairs stir up work for the printers, that's all. About 10 per cent. of the donation reaches the object for which the program is gotten up. It is preferable to give a couple of dollars as a donation direct and charge it to advertising.

"How about calendars?" I favor them, replied Mr. Green, as keeping my name and house before home people.

Mr. Smith, Belleville, said he found people frequently cut off the picture from the calendar and destroyed the remainder making the advertisement worthless.

Mr. Green said this might be true sometimes when there was a multiplicity of calendars. In that case, it might be just as well to have a picture alone or a map which carried the firm name as any other method.

Mr. Mills had found the yardstick and the thermometer the best souvenir advertisement for his firm. He had used these only in the last ten years. In regard to advertising, every year in January he had found out the amount of sales during the previous year and allowed three per cent. on that amount for the current year's advertising.

MAKE YOUR WINDOW DISPLAYS "TALK"

Use Display Cards and Price Tags to help the goods on display Sell Themselves—Feature Seasonable Lines—Accessories Attract Attention.

WHAT would you think of a salesman who would show a customer some article and stand there with a far-away look upon his face and never say one word in regard to the article? writes Walter Engard.

The chances are that you would either call him back after the customer had gone out and give him a talking to, or else you would hand him his pay envelope the following Saturday evening and drop the remark that he needn't come back Monday morning. You wouldn't put up very long with that kind of a salesman.

Yet thousands of dealers all over this land are employing the same kind of salesmanship in their window displays. They arrange attractive window displays of seasonable goods or some new line. They show the customer the article, but they don't say a word about it.

Make your window display talk to the customer through the use of display cards. Remember, your window display can only go so far in the process of making a sale. It may attract the customer, it may arouse interest, but by itself it can't make the sale.

The display card adds the punch to the display. It creates the desire and prompts action.

Give the onlooker some points about the article—some reasons why he should have it, and then give him some reason why he should have it NOW. That's the mission of the show-card.

Use the proper display cards in your window and they will double the sales. Make your cards possess originality and individuality. Make them attractive and interesting so that the passers-by will want to watch your window displays.

One successful hardware dealer has made his window displays a real factor in boosting sales through the use of original, catchy display cards to accompany the display. He learned that one of the men, employed at the local bank, was quite handy at drawing, so he approached the young man in regard to drawing catchy illustrations on his display cards, for which he would pay a small sum for each illustration.

The illustrations are not the cut-and-dried kind, but they're snappy, full of life, and comic. They catch the eye of the passer-by and cause him to stop, and as a result the window display sells more goods.

For example, in one window display he displayed a lot of pocket-knives which he was offering at a special bargain. The display card to accompany this display had as an illustration a man just a-flying around the corner with his hat blowing off and his coat tail a-flying to take advantage of this special sale. On the card was painted:

YOU'RE GOING TO HAVE TO HURRY! IF YOU GET ONE OF THESE KNIVES AT THIS SPECIAL PRICE. THEY'RE GOING LIKE HOT CAKES AND THE PRICE GOOD FOR THIS WEEK ONLY.

This display sold knives and a lot of them.

In another display in which he displayed a special offering of enameled ware he had on his display card a big policeman holding up his hand, the hand being almost as large as the figure. The wording on the display was:

STOP! YOU DON'T WANT TO PASS UP THESE SPECIAL BARGAINS. YOUR CHOICE TO-DAY, $.....

In a tool display he had a display card picturing old Noah building the Ark, and on the card appears these words:

IT WOULD NOT HAVE TAKEN NOAH 120 YEARS TO BUILD THE ARK HAD HE HAD TOOLS LIKE THESE. HOW ABOUT YOU? JUST LOOK AT THESE PRICES! REAL BARGAINS!

He plays up local events by having some novel illustration drawn upon his display cards. If some prominent man is to visit the community for a lecture or to attend some meeting, he gets out some suitable illustration, cartooning the visitor in some comic way. These cards create much comment and attract much attention and they sell the goods, too.

AN UNUSUAL PAINT DISPLAY

In the window display of paint was shown the cans of paint on the floor of the window arranged so that ample space could be allowed between each group to avoid the appearance of overcrowding. This also gave the display an appearance of greater spaciousness.

The large letters on the back panel of the window spelling the word "Paint" attracted a good deal of attention. Under each letter can be seen a small card. Under the letter "P" is the word "protection." "A" stands for "attractiveness"; "I" for "insurance"; "N" for "newness"; and "T" for "thrift."



In the centre of the window an automobile wheel showing different shades of color on each spoke was used to display a variety of colors and lend further attractiveness to the window.



Flat-Tone

A Sherwin-Williams Wall Finish--Rich in Color and Deep in Tone

FOR people of refinement who wish to make the interior of the home a thing of beauty, with the color scheme expressing individuality and good taste, **Flat-Tone** provides a perfect wall decorating medium at a reasonable cost.

Cheap, poorly-made, substitute products cannot give the paint consumer the same satisfaction as this "Cover The Earth" quality wall finish. It is therefore to your interest to identify your store with FLAT-TONE, the superior flat wall paint that is guaranteed by "Cover The Earth" standard of quality and known to your customers through Sherwin-Williams consumer advertising. **Twenty-two delicate colors—everyone soft, velvety and deep in tone.**

Let us mail you particulars of the S.W. Agency proposition—an agency that will connect you with the demand for FLAT-TONE and the other Sherwin-Williams quality products.

"Save the surface and you save all"—*Paint & Varnish*

THE SHERWIN-WILLIAMS CO.
of Canada, Limited

PAINT, VARNISH & COLOR MAKERS
LINSEED OIL CRUSHERS

FACTORIES: MONTREAL, TORONTO, WINNIPEG, LONDON, ENG.
OFFICES & WAREHOUSES: MONTREAL, TORONTO, WINNIPEG, CALGARY, VANCOUVER, HALIFAX, N. S., LONDON, ENG.

PLACE ORDERS NOW

for MEAKINS brushes and be ready for the Spring Trade





When the Spring Trade commences, don't be caught napping without a good stock of brushes – brushes of all kinds.

Place your order now so we can ship to you immediately. Don't put off ordering until a "little later on".

All orders— small and large — receive our careful attention. There are no long delays in shipping. We are *prompt.*

You need a stock of brushes —just write out that little order and send it to:

MEAKINS & SONS LIMITED

HAMILTON CANADA

WAREHOUSES: WINNIPEG. LONDON. TORONTO. MONTREAL. VANCOUVER.

PILKINGTON BROS. CALGARY, ALTA.

A MEAKINS BRUSH IS A *REAL* BRUSH

There are different kinds of brushes —good, bad and fair. We honestly believe that a MEAKINS brush is ths best that can be obtained. They are *real* brushes — the kind you should sell.

We will provide you with various kinds of sales helps. A three color brush display box is illustrated on this page. Other similar boxes and other types of sales helps are also provided.

You should handle the MEAKINS line—the reasons are obvious. Why not give us a trial? You'll be pleased.

Write for our new catalogue.





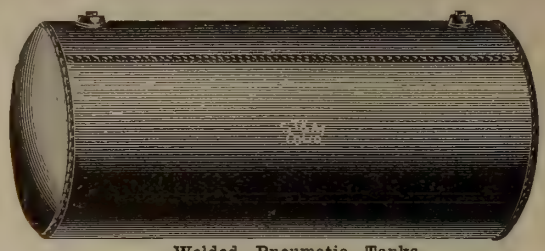
MEAKINS & SONS LIMITED

HAMILTON CANADA

WAREHOUSES: WINNIPEG. LONDON. TORONTO. MONTREAL. VANCOUVER.

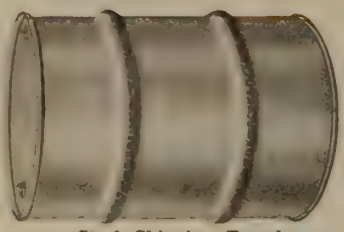
PILKINGTON BROS. CALGARY, ALTA.

QUALITY HIGH



Welded Pneumatic Tanks

PRICES LOW

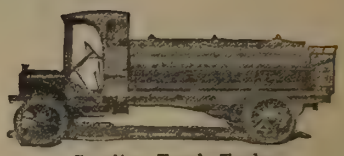


Steel Shipping Barrels

"Not How Cheap but How Good"

High Grade STEEL TANKS

at prices that will enable you to make a quick turn-over



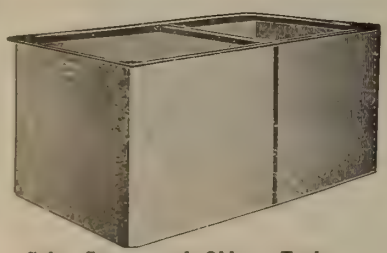
Gasoline Truck Tanks
Strong—Clean—Sanitary—Durable



Oil and Gas Tanks



Air Pressure Tanks



Galv. Square and Oblong Tanks
10-gauge and Lighter

All these goods are made in welded black or galvanized sheet steel and the quality is unreservedly guaranteed by us.

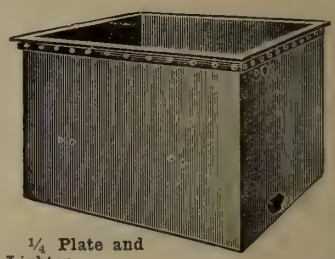
We know from experience that they will give satisfaction to your customers and to you.

We make them in our own factory and can quote you prices much lower than you pay for "imported" goods.

Send rough sketch or drawing of any special tanks you may require.

Goods can be shipped direct from our factory to your customer.

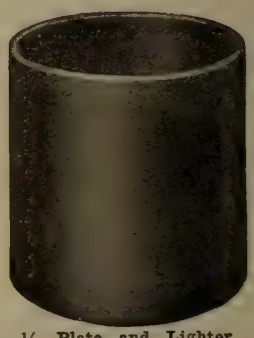
Send for new, complete Catalogue No. 32—it's interesting.



¼ Plate and Lighter



Round Hoopless Tanks
(Galv.)
Beads pressed in body give great strength. No place for water to lodge and rust out.

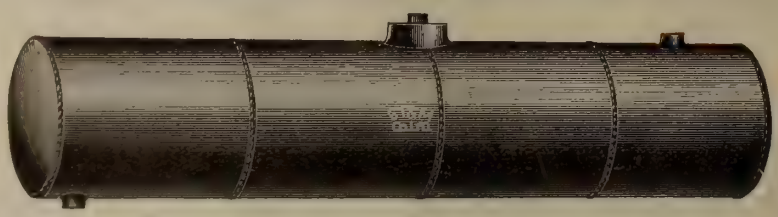


¼ Plate and Lighter Round Steel Tanks

The Steel Trough & Machine Company, Limited

Toronto Office: 220 King Street West
Montreal Office: St. Nicholas Building

MADE IN CANADA



MADE IN CANADA

Oil and Gasoline Storage Tanks, Capacity up to 8 000 gallons

THE RETAILERS RELATIONS *with* BANKERS

J. P. Bell, General Manager Bank of Hamilton, explains why Retailers should not look for Extensive Credits from banks—Says wholesalers are the Retailers Bankers.

PERHAPS it may not be out of place to begin by defining in some measure what a Bank is, and the functions it is supposed to perform. But it is not quite so easy as it looks. In the Bank Act of Canada no attempt is made to define the functions of a Bank. The Act merely states "Any bank to which this Act applies." This reminds me of the old riddle, "What is an Archdeacon?" The answer—"One who performs Archdeaconal functions."

The State of New York makes the plunge and gives the following definition in its banking statutes: "The term 'Bank' means any monied corporation authorized by law to issue bills, notes or other evidences of debt for circulation as money or commercial paper, and to make loans thereon, and to discount bills, notes or other commercial paper, and to buy and sell gold and silver or foreign coins or bills of exchange."

All these functions are discharged by Canadian Banks, but their value to the nation is greatly enhanced by the system of branches which enables the banks to gather and distribute money througout the length and breadth of the Dominion, thus utiizing as far as possible, the supply of loanable funds to meet the demand. Through the branch system money is constantly finding its level without undue restriction.

Banking Functions Outlined

Some years ago Sir Edmund Walker, President of the Canadian Bank of Commerce, to-day the Dean of the Banking corps, as well as an authority in the literature of the subject very lucidly defined the requirements of a new country like Canada in the way of a banking system:

"What is necessary in a banking system in order that it may answer the requirements of a rapidly growing country, and yet be safe and profitable?

1. "It should afford the greatest possible measure of safety to the depositor.

2. "It should supply the legitimate wants of the borrower, not merely under ordinary circumstances, but in times of financial stress, at least without that curtailment which leads to abnormal rates of interest and failures.

3. "It should possess the machinery necessary to distribute money over the whole area of the country, so that the smallest possible inequalities in the rate of interest will result.

4. "It should create a currency free from doubt as to value, readily convertible and answering in volume to the requirements of the trade.

"There should be as complete a relation as possible between the currency requirements of trade and the cause which issues paper money, and, as it is quite as necessary that no over-issue should be possible, as that the supply of currency should be adequate, there should be a similar relation between the requirements of trade and the cause which forces notes back for redemption."

Deposit Business

The first duty of a bank is to provide a place of safety for the depositor. That duty comes before the duty to its shareholders, and second only to the duty which it owes to its involuntary creditor the note holder. The losses to depositors through the failure of banks in Canada has been remarkably small compared with that of any other country in the world. The importance of this point is often lost sight of by people who regard a bank simply as a concern from which to borrow money, rather than one in which to deposit.

Some years ago, when one of the Canadian Banks opened its first branch in the City of Havana, Cuba, they were warned by some of the best informed people there not to pay any interest on deposits, that the people with money were perfectly satisfied to have a bank take care of it for them, and return it to them when they wanted it, and that the paying of interest would excite the suspicions of the Cubans that there must be something wrong—the Bank must want money very badly if, in addition to all the care and responsibility it took of taking charge of the money, it would also be wiling to pay for it. Since then, owing to the spread of American and other Banks in the Island, this situation has changed and competition for deposits is just as keen there as it is in Canada.

But the Cubans have once more had a lesson as to the necessity of using judgment in selecting a Bank as the depositary for their funds, for in the recent financial crisis there, practically every native Bank went out of business, and the business of some of the American institutions was reduced to very small scope.

People sometimes forget the service a bank renders in taking deposits. For example, a deposit may be made up of Bank Notes, coin, but in these days is largely all cheques. These are drawn on Banks all over the country. The risk of fraud and miscarriage, and particularly in paying out money on forged endorsement, is one ever before the Banks. They take this mass of material distribute it, and collect the money, and place the proceeds to the credit of the individual before they are repaid themselves. All this is done practically for nothing.

The second and most important function of a Bank is to supply the legitimate wants of borrowers, and in this connection, you, as retailers, are anxious to know what is the underlying principle that usually governs a Bank in its ending to retailers. Let me say in the beginning that the grounds for regular lending to a retailer are something like a chapter on "Snakes" in a celebrated book on the natural history of Ireland. "There are none." As a general rule retail merchants are not entitled to any unsecured advances from Banks.

Look to Jobber for Credit

A merchant who takes considerable credit from a jobber or wholesaler should be able to obtain all the credit he needs from that source and as a rule a Bank should not lend unless he is able to put up good trade bills or other satisfactory security. Bear in mind that a Bank can only profit to the extent of the bare interest on its loan, whereas the wholesale merchant has a margin of, shall we say, at least 20 per cent. to fall back on in case of loss.

Quite often bank loans are sought in order to enable a retail merchant to take advantage of his cash discounts. Do not forget that the usual minimum discount granted by the seller for cash is 1 per cent. per month, or 12 per cent. per annum that being in effect his estimate of the degree of risk which the Bank is asked to take for 7 per cent. or even less. The transfer of an obligation from the creditor (the wholesaler) to the Bank, does not diminish by half, the risk of the accommodation, and it is illogical to assume such risks by an ordinary Bank. Besides these frequently lead to lax methods of collecting on the part of the retail merchants.

"But," you will say, "Why is the Bank willing to lend to a manufacturer?" there is this fundamental difference. The merchant, if his credit is good enough, can put his stock on his shelves without spending a single dollar except for freigtt and duty. Good credit will enable him to obtain all he wants from manufacturers here or from wholesalers abroad, but a manufacturer cannot do this. From the time he begins operations he has to provide for cash expenditures which never cease until goods are sold In most cases he must pay cash for his raw material and his fuel. His payroll of wages faces him week by week and must be met. There is no possibility of asking credit here. In some lines where wages are the most important item of cost, getting the money to pay the wages is the most harrassing of all financial pressures, much greater than meeting accepted drafts, for the drawers of these can be approached for a renewal in a pinch, while a request to a lot of working men to defer payment of wages is quite impossible. In such circumstances the manufacturer must have recourse to his banker.

Manufacturing Loans Help Industry

Under the Canadian Bank Act special facilities are pro-

vided to enable him to give security upon the goods, wares and merchandise manufactured or procured for manufacture, so that he may meet this difficulty. This has been a tremendous factor in building up the business and prosperity of this young country where capital is naturally scarce, and accumulated wealth is not pressing for investment as it is continually in older countries.

It is clear, therefore, that a merchant, having the power to buy goods at all times on credit, has no reasonable ground for asking regular advances from his banker. He is a foolish man who starts in business without some capital, and surely the minimum should be enough to take care of freight and customs duties, and to keep him from being wholly dependent upon the good will of others. It is, therefore, that loans to merchants are considered as irregular in the nature of things, and only to be granted in exceptional circumstances.

I have already stated that the Bank Act permits a manufacturer to give security upon his product; it would be most improper to allow a merchant to do so, for a large part of a merchant's stock has usually been bought on credit. The goods on his shelves are probably not yet paid for, and, therefore, it would be most inequitable to allow him to pledge these for advances, or for the Bank to count upon them.

There are, of course, circumstances, generally seasonal which make it perfectly right and proper for a Bank to grant temporary advances to a merchant, but they should never last more than two or three months at the most, and where they are granted to a firm, the endorsement or guarantee of each individual in it should be obtained; or if the business is carried on by a joint stock company, the guarantee of the principal stockholders. This may seem a bit harsh, but it is the duty of a Bank to get security for its loans, and experience shows that lending upon the general credit of an individual is sooner or later a cause of loss and worry.

There are other ways in which a Bank can be of service to a merchant, besides lending him money. For example, it can supply him with exchange to pay for his goods in England, the United States or abroad. Sometimes, particularly during the last year or two, when New York funds have ruled at a premium going as high as 19%, some merchants may have thought that this was imposed by the Banks rather than by conditions, and perhaps it may not be out of place for me to say a few words on the subject of exchange.

Exchange Problems Discussed

It is a very natural question to ask, "Why should a dollar be worth more in New York than it is in Hamilton?" You know by experience that you can buy as good a dollar's worth for a Canadian dollar in Hamilton as you can for an American dollar in New York. In fact, I think you will get a better meal in Canada for the same money. It would be much easier to understand the situation if the monetary unit of Canada had some name other than dollar. If, for example, it were called a beaver, for the imaginary line that divides the two countries is a very real one in finance.

Now the reason is to be found in the working of foreign exchange, in settling for goods bought on either side of an international boundary, actual hard money is seldom used and is seldom bought and sold, but the various substitutes for money—cheques, telegraphic transfers, bills of exchange are things that bankers handle and merchants provide, and prove the motive power of international finance. A bill of exchange (and remember that a cheque is merely a bill of exchange payable on demand) is a debt, and these debts are bought and sold, thus making exchange. The price follows natural laws.

MacLeod, in his theory of banking says that if money is scarce and wheat very abundant, the price of wheat must fall. If money is very abundant, the price of wheat will rise.

Bear in mind that the ultimate settlement of any debt is in funds of the creditor country, and governed by the condition of the debts between the two countries. But the excess of imports over exports is not the only factor. There are also imports loaned or invested, or exchanged for services or representing bonds and securities sold.

The money left by travelers has a very important bearing on the financial condition of countries. Take Switzerland, for example. These and other things make what might be called a hidden balance of trade, and the great drop in the premium on New York funds at this time as compared with a year ago, may be accounted for first by the tremendous slackening in business here. We have very few commitments for raw materials or goods to pay for in the United States when business is dull in Canada. In the second place, money is getting cheap over there, and they are hungry for our first class bonds and debentures, and the continual floating of these has brought down the premium.

We have our troubles here in Canada, but they are nothing like so severe as they are in other parts of the world. They are the lesser problems of growth resumed. We have no war currency to deflate, our budget is approaching a balance. In foreign trade, our cash position is stronger than ever. Our field crops show an increase, and we are producing, and no other country in the world can point to a combination of all these factors in February, 1922.

Hardwaremen Visit Glass Plant

Interesting process of seeing flat drawn glass made enjoyed by several hundred during Hardware Convention.

During the hardware convention at Hamilton the Canadian Libbey-Owens Sheet Glass Company extended an invitation to all hardwaremen to visit their new plant and each day took large numbers to the plant by auto and motor bus.

To hardwaremen who handle large qnantities of glass it was a revelaation to realize that we have operating in Canada apparatus that draws continuously from a pool of molten glass sheets five feet wide and fully 200 feet long. This is known as the "Flat-Drawn" process, heretofore all glass having been made by cylinder construction. The new process has produced a perfect flat-drawn and uniform tempered glass, free from distortion, free from breakage and waste, perfectly annealed and of uniform thickness throughout.

The first thing visitors observe are the five great raw material bins, each of them 31 feet high and 25 feet 5 inches in diameter. These bins contain the raw material for the "batch," sand, lime, salt cake, soda ash, carbon, chemicals of various kinds, and cullet or broken glass. From these bins the material flows by gravity into a mechanical mixer which is propelled by electricity and operated beneath the bins. After the batch is thoroughly mixed it is conveyed by automatic machinery to the top of the factory and deposited on an endless belt, on which it is conveyed to the tanks, each of which is built to hold sufficient material for a thirty-hour run.

To start operations a bar of iron is lowered into the bath where the movement of the glass toward the bait is promoted by knurled fire-clay rolls. Next the bar is lifted electrically two or three feet, pulling with it a pedant film of the vitrous substance, and then this bait, with the plastic glass trailing along glides over a horizontal roller.

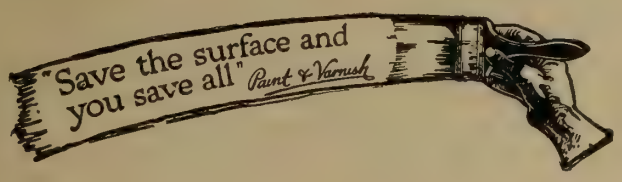
Just before the forward end of the growing sheet leaves the table, the bait bar is snapped off and removed, as its duty of initiating the formation of a sheet has been finished. From that point on, the glass is gripped at its outer edges by clamp bars and carried onward through the lehr, for a run of 200 feet, by a series of power driven rollers spaced every twelve inches. At the exit of the annealing furnace the sheet issues upon a cutting table, where it is lopped off into units five feet wide and of desired length. These are later cut up into various commercial sizes.

Once a sheet is begun by hoisting the bait from the molten bath, the ingeniously arranged action of the knurled fire-clay rolls tends to sweep the fluid glass, as it were, from four sides toward a common centre and thus to stimulate its upward travel as part of the ever-lengthening viscous film. Anyone that has made taffy can picture something of the phenomena at work in this case. During a portion of its short vertical journey, the sheet is protected from the direct blast and heat of the tank, and this causes the material to stiffen somewhat; but in a few seconds it is exposed to a series of gas jets which soften it sufficiently to permit its bending at right angles over the bending roll as it advances onto the flattening table. Once more we can see how nicely regulated temperatures figure vitally in the successful handling of the product.

The "strength" of the glass is regulated by the speed of drawing. A sheet 1/24 in. thick comes over the bending roll at a rate of 100 inches a minute, and a quarter-inch glass can be produced at a rate of 24 inches a minute. This mechanical process logically dispenses with the flattening furnace and the hand work of the highly-paid flattener; and it is said that an interval of only 40 minutes elapses between the birth of a single-strength sheet in the tank and its arrival at the far end of the lehr. One of these machines will turn out 700 boxes of window glass in the course of 24 hours. It is interesting to note that no human hand touches any of the raw material from the time it arrives until it comes off the lehr as a finished product.

Let CHAMPION PURE LIQUID WHITE LEAD

Compare paint formulas --- Here's ours





PIGMENT—Pure Government Standard White Lead
LIQUID—{Pure Refined Linseed Oil / Pure Spirits of Turpentine}
and that's all!

It is the paint film that saves the surface and it's the lead that puts protection in the film.

CHAMPION PURE LIQUID WHITE LEAD is an all white lead paint ready for use. No breaking up—Use it from the can—Save time and waste.

Easiest paint for the dealer to sell because it is made of the materials most people really want to use—Made the way they want to use it.

It will satisfy your painters trade—Notwithstanding the various claims for prepared paint, the painter still continues to use white lead—the paint that has proven best for centuries past. Champion Liquid White Lead will save the painter's time in breaking up white lead.

Most city houseowners and farmers—insist on white lead for their painting. They will be glad to get Champion Liquid White Lead ready for use.

Factories, Mills, Hotels, Public Buildings, Steamships, all big consumers—will be glad to get Champion Liquid White Lead and save the labor expense of the old time hand mixing.

New avenues of trade for profitable paint sales—will be opened to you with Champion Liquid White Lead, with the home-owner, the farmer, the manufacturer, the painter, the institutional buildings.

Show the formula guarantee on the label and your sale is made.

Write for sample and full information

STEWART & WOOD LIMITED

PAINTS, VARNISHES, GLASS, GLUE, ETC.

TORONTO, CANADA

COME ON LET'S FORGET THE BLIZZARD

Do not compare this year's business with the business that you did during the war. but with pre-war business — Conditions are different today than during the war — Let the other fellow talk

By BRUCE BARTON in the Rotarian.

ON Long Island there are a certain number of fine old fossils whose chief occupation consists in taking a little of the joy out of the lives of other people by pesistent reference to the "blizzard of eighty-eight."

Well, what the blizzard of '88 was to snowstorms, the years 1919 and 1920 were to business. My suggestion is that we should wipe both years off our memories and start afresh.

The other night I talked with a prominent merchant as cheerful as the bewhiskered gentleman in the tale of the Ancient Mariner. "By the grey beard and glittering eye, now wherefore stopp'st thou me!"

He wagged his head from side to side and prophesied dolefully. We were in for it and there was no escape. Finally, after I had chased him around Europe, and through politics and labor conditions, I came upon the real reason for his deep distress. "I've been looking over the December figures," he moaned, "and our sales are 40 per cent. under last year."

He looked at me as though he expected that I would leap to the telephone and give orders to sell my Liberty bond. When a minute had passed I asked him: "And how does that compare with 1918?"

"Oh! if you come down to that, we're still considerable ahead of 1918," he answered.

"And 1918 was a year that broke all previous records in your business," I persisted. What's so gloomy about a December that is still ahead of the biggest December ever known previous to 1918?"

The thought injected no comfort into his despondent soul. He had made up his mind to enjoy his poor health and he would not be cheated of his desire. The snow was deep, but the blizzard of 1888 had been four inches deeper.

That same week a gentleman who manufactures a certain staple commodity complained to me in almost precisely the same terms. His business for the year was a certain number of gross behind the corresponding eleven months in 1919.

"But your still ahead of 1918?" I asked, trying the same medicine.

"Oh, yes," he admitted, as though the point were wholly immaterial "As I remember you in 1918," I continued, "you were in about the frame of mind of a youngster with a new red rocking horse. Business was rolling in at such a rate that you could hardly take care of it. There had been no such flood of prosperity in your line since Adam delved and Eve span; you told me that with two or three such years you would be better off than you had even dreamed of being in your life. Well, you had that good year; and then another year amazingly better; and now a third year not as good as the second, but still much better than the first. In 1918 you were tickled to death; with almost the same amount of business in sight for next year you are down in the dumps. Where's the logic in that, I'd like to know?"

While he reachced around for a hot retort with which to crush my irreverent optimism, I went on. "The trouble with you is that you've got a false measuring rod stuck up in your mind," I said. "Nineteen-nineteen was an extraordinary year in many respects in your line. A similar combination of circumstances is not likely to take place again for a good many years to come. For heaven's sake, don't get the idea that any yeyar is a bad year which falls short of that unprecedented record. Get out the old 1913 or 1918 measuring line and take your soundings before you begin to give up the ship. Don't go through the rest of your life in perpetual gloom because no snowstorm is quite as deep as the blizzard of '88."

It would be easy to multiply instances, but the point of obvious; every reader can supply added examples out of his own experience. We've had a year or two years or three years of Thanksgiving dinners; we're still eating good, tender roast beef and fine variety of other things—a better menu than we ever dreamed of before 1913. And the question is: shall we take it and be thankful, or shall we cry ruin upon ourselves because we can't have turkey every single meal?

It would be easy to multiply instances, but the point is makes his living in Wall Street, took me aside and spoke to me out of his wisdom. He has a comfortable fortune now; but Wall Street is a fickle mistress, and there have been years when he and his family were hard up. When we visited his home as children we never knew from his manner or humor whether he were flush or broke. He was always cordial, always good natured and kindly, always optimistic. The one gauge we had on him was his attitude toward the electric lights. When we saw him going about snapping off extra lights we would say to ourselves: "Stocks are down." And when the lights were ablaze in every room we knew that stocks were high.

"Get this idea into your head and it will be of great comfort to you," he said. "You're bound to have some bad years. Don't expect that every year is going to be equally profitable; that's beating the game, and no player beats it very long. Shrewd farmers expect one crop failure, one fair crop and one good crop in a three year period; and they lay aside something out of the good years to provide for the bad. Enjoy the good years, and accept the bad ones philosophically as part of the universal human program and you'll get through life pretty happily. But if you give yourself up to gloom because every year is not as good as your best year, you'll have a lot of misery ahead of you.

PUT IN A CURRENCY WINDOW

Try a currency window, which consists of a good sale for $1, $2 and other even money prices which can be adapted to currency as price cards. On each piece of furniture pin a $1 bill, a $2 bill, or what ever the price may be, care being taken to see the currency is fresh and crisp, as the idea loses force when old or worn notes are used.



"Save the surface and you save all" *Paint & Varnish*

The Seven

Floglaze

lines are

Home and Farm Finishes
Auto Finishes
Art Shades
Velvet Finishes
Porch and Veranda Floors
Lac Shades
Exterior Finishes

Registered **Floglaze**

The Finish That Endures

Exterior Surfaces

(The Can With The Black and Blue Label)

The ideal in an exterior finish has been accomplished in "Floglaze—for Exterior Surfaces!"

This is a high grade **outside enamel,** which gives the utmost in protection, with spreading and covering qualities absolutely unequalled. It can be used on all outdoor architectural surfaces.

Floglaze Exterior Enamel provides a lustre and finish which cannot be accomplished with the usual outside oil paint, and will greatly increase the profits of your paint department.

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FINISHES THAT ENDURE
QUALITY

Our dealer's booklet "A Guide to larger Profits" describes Floglaze Exterior Finish fully. Write us for this book.

"Make 1922 Your Greatest Paint and Varnish Year"

THE IMPERIAL VARNISH & COLOR CO. LIMITED

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PUBLIC LEADERSHIP HELPS BUILD BUSINESS

Starting a Clean Up and Paint Up Campaign advertises merchant and adds Prestige to Business.

By Victor Lauriston

WHEN an enterprising merchant starts a vital and important civic movement and puts his whole energies into it, he at once draws attention to himself and his business.

"There's a public-spirited citizen," people tell one another. "He's the sort of a man who does things."

The prestige which thus attaches to the individual attaches also to some extent to his business. And for the business it means profits.

The Clean Up and Paint Up campaign is an exceptionally popular civic movement. In witness, I have merely to cite its success wherever it has been tried. It has accomplished an immense amount of good through inculcating, in thousands of American communities, ideals of cleanliness and sanitation and civic beautification.

If it were a mere paint-selling proposition it wouldn't attract the attention and support it does. But it's bigger than paint selling. It's a tremendous, vital and timely movement for civic betterment; and as such it deserves its success.

Incidentally, however, it is a big factor in stimulating paint sales, and not merely sales of paint, oils and varnishes, but sales in scores of "clean up" lines.

From end to end of America the Clean Up and Paint Up campaign has brought added business and bigger profits to thousands of merchants, who know from experience that paints and clean up commodities of all sorts experience an enhanced demand from the very inception of the Clean Up and Paint Up campaign. More than that, profits are bigger; for a larger business is handled with little, if any, greater overhead expense. The same salesmen can put out twice as much stuff, because instead of the dealer having to go out and drum up business, the demand comes to the dealer.

Helps Sell Other Lines

What are some of these lines for which the Clean Up and Paint Up campaign creates a bigger demand?

Paints, oils and varnishes, of course. But, besides these, there are plate and window glass; wall paper and decorating; building materials, builders' hardware and carpentry; garden tools, lawn mowers, fencing, seed, plants, trees, flowers, shrubs, porch and lawn furniture; mops, brushes, brooms, sponges, fly swatters, sweepers, vacuum cleaners; floor waxes, polishes and stains; awnings, shades and curtains; soaps, cleaners, paint removers, disinfectants, insecticides; garbage cans, rubbish incinerators, ash cans; step ladders, garden hose, bathroom appliances, plumbing; auto finishes and painting. The list could be carried to far greater length, but these items will give some idea of the widespread stimulus which the Clean Up and Paint Up campaign has proven to trade generally.

The increase in sales will vary, according to the community, and the length of the campaign. The longer the campaign, the bigger the returns and the greater the increase in business. In some cases the increase in sales actually amounts to 100 per cent. Dealers have reported 200 per cent. and better. "At least 300 per cent." is one report from Illinois.

Singularly significant, however, is the uniform report of increases, always increases, in sales.

But apart from these increases in gross sales, profits are also improved. More than that, the community is being educated in a thorough-going and effective way to the value of cleanliness and sanitation; and, incidentally, to the value of fresh paint and hundreds of other things that make the home surroundings more cleanly, healthful and attractive.

The value and importance of educating the public in these matters need not be emphasized. Every merchant —and particularly every paint dealer—knows from experience how important a factor this is.

Particularly is this true in paint selling. Few sales are normally made without the assistance of a great deal of preparatory, educative work. The ordinary prospect who wants to put off painting as long as he can must be educated to the point where he will realize the importance of painting regularly, and repainting often.

The Clean Up and Paint Up campaign accomplishes in a comprehensive, far-reaching way what the intelligent dealer has to do in a relatively limited way. The campaign educates the community to the value of cleanliness, and in so doing educates the individual to the value of everything that makes for cleanliness.

IN SHABBYTOWN

In Shabbytown they do not care if things look seedy everywhere. They have no pep, they've lost their grip, they simply sit around and yip, in envy's tones, of Glossyville, the shining village on the hill. Oh, Shabbytown is punk and grey, and it shows symptoms of decay, and strangers passing through remark, "It surely dates back to the Ark."

"Clean Up and Paint Up makes men frown along the streets of Shabbytown. A can of paint makes no appeal to this bum village, down at heel; the people think there is no sense in going to so much expense; so things are always going down and getting worse in Shabbytown. It always gives my soul a thrill when I arrive in Glossyville.

The town looks like a blooming bride; the people take a hearty pride in making things look clean and bright, and in their labors they delight. They're lavish with the helpful paint, selecting colors chaste or quaint, and decorating every shack; thus warding off decay's attack, and making all the buildings look like buildings read of in a book. And strangers, when they see the town, say, "Here we'll come and settle down, and raise us nineteen kids apiece, and live and die as slick as grease." This happy burg goes right ahead, while Shabbyville is prone and dead.

WALT MASON.

Enter these 2 Important Contests

"Save the surface and you save all" - Paint & Varnish



Window Display Competition

CONDITIONS.—This competition is open to any dealer or dealer's clerk. The "Save the Surface" window trim and slogan must be a part of the display. Preference will be given to those windows which illustrate to the greatest advantage the idea of protection and preservation as embodied in the "Save the Surface" idea.

1st Prize $50
2nd Prize $40
3rd Prize $25

Send photographs of window trims with your name on back

Newspaper Competition

CONDITIONS.—Open to any dealer or dealer's clerk. For the best Paint and Varnish advertisement appearing in your local newspaper. The "Save the Surface" slogan must form a prominent part of the advertisement. Awards will be based on the uses of the Save the Surface arguments in the most unique and novel way to attract the attention of the local trade.

1st Prize $50
2nd Prize $40
3rd Prize $25

Send copy of newspaper in which your advertisement appears

The Save the Surface Committee will act as judges of both contests.
Merchants or clerks may contend for one or both of these contests.
Photographs and newspapers must be in the Committee's hands on or before July 1st, 1922.



Save the Surface Campaign

509 Royal Trust Chambers
107 St. James Street
MONTREAL

78

METHODS THAT HELP INCREASE SALES

Some Ideas which have been Successfully Used by Merchants and can be applied to Other Stores.

By W. L. DIEMER, President American National Co., Manufacturers Juvenile Vehicles.

Getting attention, and arousing interest in the store, are sales steps taken by every merchant, but are attended by different degrees of success. One of the most popular and successful means of getting people to talk about and come into your store is the contest. Of course, the idea of the contest is old as man's understanding, although the application of the idea is as new as man's endeavor.

One of the cleverest contests which has come to my notice is that of a hardware dealer in a small town in Michigan. With great foresight, this progressive merchant planned a contest that would last many months. beginning in the spring, lasting over the summer and ending in the fall.

Early in the spring he sent to each of his customers a small package of seeds of a pumpkin which grows very large. A letter accompanied the seeds, inviting the customer to enter the contest, and describing the prizes offered: a fine cook stove was the first prize, a washing machine the second prize, a pair of Ford tires the third prize.

Now note the real merchandising wisdom of this dealer. As additional prizes he offered a juvenile automobile, coaster wagon, and skates. He knew that practically every child would be attracted by the handsome juvenile vehicles: that the youngsters would give their parents no rest until the contest was entered; even though the parents were not interested in the first prizes, they entered the contest on the children's account, and proved his judgment correct.

Throughout the summer the contestants would enter the store to discuss the progress they were making, and they would keep the dealer's name and business constantly before the public, by arguing among themselves on every occasion as to the best means of raising the prize pumpkin.

With fall the dealer took a moderate sized pumpkin and placed it in the middle of the window. Corn stalks were arranged around the sides, and the washing machine, cook stove, tires exhibited on one side, the juvenile automobiles, coaster wagons, and skates on the other. The few who did not come to look at the adult prizes were dragged by their children to view the coveted juvenile vehicles. A card beside the pumpkin asked: "Can YOU Beat This?" The dealer showed himself a real master of psychology here, for naturally almost everybody knew that his pumpkin would be better and larger and more prize-worthy than the one displayed in the dealer's window.

Excitement was at a high pitch towards the close of the contest. Hundreds of pumpkins were brought in, and as a consequence, hundreds of dollars' worth of merchandise bought by the people who crowded the store to see the exhibit.

A committee of expert agriculturalists was chosen to judge the contest. The names had been submitted by the contestants and drawn by lot, in order that every one might be satisfied. Certainly the prize winners were delighted with the splendid prizes, and as for the other entrants into the contest, they had become accustomed to come into this store during the contest period, and by the close of the contest buying from this dealer was a well-established custom.

The clever dealer met the expense of the prizes in a novel way. The pumpkins submitted were dried, ground and mixed with the general run of chicken feed. This he fed to his thoroughbred Rhode Island Reds which he raised, and was able to sell more eggs and poultry to the surrounding towns.

Not every store can utilize this plan as it stands. But in many cases it can be adapted. At any rate, if you want to arouse interest in your store start a contest.

A contest for the kiddies, with handsome juvenile vehicles for prizes, is sure of success. It will get the interest of the parents as a result of the interest of the youngsters. It will make friends for your store of both, providing you with future customers, when the children shall have grown up.

FIGURING SCREEN WIRE PRICES

RIGHT off the reel, quick, what is the price of two yards of 32 inch screen wire at four cents a square foot?

Can you tell in less time than it takes to read this that the price is 64c?

Supposing the price is only 3c a square foot. Could you tell as quickly that the 2 yards would come to 48c?

Or, if the price were 3½c, that the bill would be 56c?

Or, suppose the customer took galvanized wire instead of black, could you tell him right off that the 2 yards would come to 96c, if the price is 6c a square foot for the galvanized wire?

You could do all this and tell almost instantly the amount of any screen bill by using the following simple formula which has been used by Davis W. James, a hardware salesman:

Mr. James has learned in handling screen wire that when the price is 4c a square foot the price per lineal yard is one cent for each inch of the wire width In other words, at 4c a square foot the width of the screen in inches is the price per lineal yard.

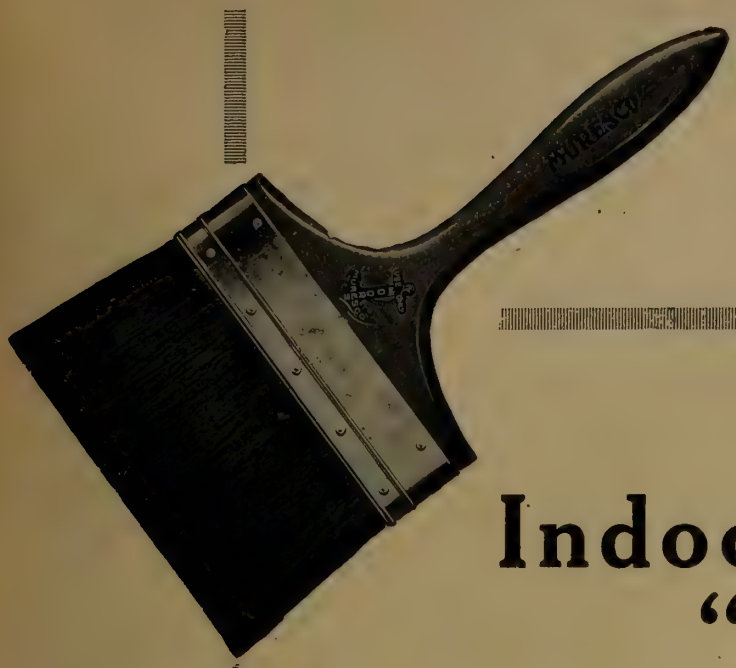
In case the price per square foot is more or less than 4c it is very easy to add or deduct the difference by the common fraction method.

In our examples, to determine the price of 2 yards of 32 inch screen at 4c a square foot you simply multiply 32 x 2.

To determine the price of two yards at 3c a square foot, subtract ¼ and to find the price at 3½c subtract ⅛, while to get the amount for the galvanized wire at 6c a square foot add ½.

Applying this formula to your own prices, it would be a very easy matter to work out a card giving the cost of various lengths of screen of different widths, if you are going to sell screen by measure instead of weight.

Post the card in a convenient place near where you cut your screen. It will save even the small time required to make the rapid calculation outlined in this story.



Indoor Suggestions "Muresco"

Oftenest Called For---Easiest to Sell

Muresco is making its peak sales just before Spring House-Cleaning time. This is the time to feature Muresco and the Muresco Brush in your Window Displays and local advertising. Suggest the artistic, durable sanitary results of using Muresco to beautify the home indoors. Muresco has established, and maintains, an enviable record for quality. It will not peel, crack or rub off; it is very economical in use, artistic in appearance, durable and sanitary.

Muresco sales have grown astonishingly. Merchants find it a wonderful seller — consumers who once use it, purchase it again and again.

If your business is not yet enjoying the benefits of Muresco sales—investigate. Muresco is made in white—16 tints—and 16 colors.

Write to-day for color cards, prices and the agency.

"Quality forever Moore"



Benjamin Moore & Co.
LIMITED
Paints, Varnishes and Muresco

How One Dealer Saw The Light

Some Selling Suggestions given by H. J. Haire, of the Alabastine Company, Paris., at the Ontario Retail Hardware Association Convention.

A merchant recently wrote to the Retail Public Ledger, saying he used to be an enemy of advertised products, but who now makes the manufacturer's advertising work for him.

"In the first place, I read very carefully the advertising pages of the important magazines and newspapers that circulate in my locality, and mark or clip out the advertisements of goods that I sell. I might say also, that I have another reason in doing this—to keep in touch with the market and learn what the new styles and inventions are. But to get back to the other point—I make my newspaper advertisements up-to-date and timely by featuring goods that are being advertised by the manufacturer at that time. When I write my copy I have the manufacturer's advertising before me and use considerable of his copy. That lends a double punch, as a repetition is a powerful selling factor, as witness the Bible. Once a month I issue a circular, and features in it articles that have been advertised in the magazines and newspapers during the last month.

"I further make it a point to get duplicates of the cuts the manufacturer has used in his advertising. This gives my ads. a prominence that could not be obtained otherwise. I select from the manufacturer's stock the display signs and fixtures that best fit my store and make judicious use of them in my windows and inside.

I had a carpenter make frames in which I can display proofs or the actual ads. the size of a Saturday Evening Post page, and a still smaller one to hold smaller pages. I put the ad. in the window, with a display of the product advertised.

"My business has almost doubled since I started to push advertised goods."

Tell Them the Facts

If you're up against the mail-order menace and are seeing good elegant dollars that should go plunk into your cash register flit away to some big mail order house don't sit down and feel sad for yourself. Get busy with a little propaganda of your own; and put a few facts before the taxpayers of your town. Ask them how much money the mail order houses contribute to the taxes of your town, do they help to pay a single item of the expense of keeping proper fire and police protection, for public improvements, for schools and school teachers? You know they don't, and the people who are buying from them are doing so without considering carefully just what they are doing.

If these fellow citizens of yours figured out for a single minute that money sent away from home doesn't contribute one penny toward home town labor—doesn't help fill the dinner pail of a single local worker—doesn't help broaden the knowledge of the children of the town or add to the attractiveness of the town, they'd mighty soon quit sending their money away. But how are they to know if you don't tell them—how are they to know that money spent with local merchants travels in circles and actually gets into circulation when it is rung up on the dealer's cash register.

You spend your money in your home town. You buy food, clothing, automobiles, sewing machines, pianos. You pay your help for store and home. You buy homes that are taxed and all the things you and your family need in homes, you pay personal taxes, you are, or should be, a good contributor to the fund that makes your home town attractive, helpful and prosperous.

Further than that, if these townspeople of yours run up against a season of "hard times" and need a little assistance in the way of credit, they get that credit from you, whereas they must "come across" every time when they buy from mail order houses. But you gotta tell 'em—they're not mind readers, you know.

How to Handle "Kicks"

Your sales talk is not a monologue. Your prospective customer is going to do part of the talking—You must spend some time in advance thinking about what he is going to say. Abraham Lincoln once said, "When I am getting ready for an argument with a man I spend one-third of my time thinking about what I am going to say, the other two-thirds I spend thinking what he is going to say." That's a pretty safe rule for a salesman to follow.

It is a fairly safe bet that your prospect is going to make some objections before the sale is finally closed. It is also a safe bet that he is going to "Kick" about the price. It is up to you to overcome this practically universal "kick". You must spend some time thinking about it.

Price objections can be divided into three classes. First, those which are not offered by customers from the point of view of value, but the price is really higher than they can afford to pay. Second, those which are made solely for the purpose of argument and without any real sincerity. Third, those which are made because the customer really believes that the price is too high for the goods shown.

Objections of the first class can only be met by showing a cheaper grade of goods. All the persuasive sales' arguments in the world are worthless if the prospect hasn't money. You must use your own judgment, of course. As a rule, the prospect will show by his conversation or manner whether he is really unable to pay for the higher priced merchandise. It is well to remember, however, that when it comes to money matters most people are very proud. When your prospect tells you point blank that he is "too poor to buy", you should take the statement with a grain of salt. If he really WAS too poor he would not be likely to admit that fact to you. It is the prospect who has the money and CAN buy who makes most frequent use of this excuse.

Handling the Insincere Kicker

The second and third classes of price objections are, in reality, nothing more than excuses. They should be so considered. Both are handled in practically the same way. Treat an insincere objection with the same diplomacy and tact that you would bestow on one which was sincere. As a matter of sober fact, prices seldom are too high. The desire to make sales and the presence of competition in every line have a tendency to make prices too low, if anything. When one firm quotes a higher price than that quoted by a competitor on goods of apparently equal quality, there is usualy a good reason for it. No firm is knowingly going to give an advantage.

As far as comparative prices are concerned, quality goods will demand quality prices. In a little volume on salesmanship called "Pete Crowther, Salesman," this statement is made: "When you buy something cheap, you feel good while you are paying for it and then you feel rotten every time you use it. When you buy a really first-class article, you may feel rotten while you are paying for it, but you feel good every time you use it."

Here are a few suggestions which you may be able to use in overcoming price objections. You can weave some of the ideas into your sales talk with good effect:

"Saving does not consist in not buying at all, but in buying that which will give you the most value for the money spent. This is not an expense, but an investment. Naturally an investment means a little more money put in. Anything which saves money always seems expensive when we first consider it. It isn't a question of whether you can afford NOT to buy. It is only wealthy people who can afford to buy things which do not last and do not give service."

TABLE DISPLAY HELPS SALES

J. J. Zink, Chatham, Ont., keeps a small table just inside his hardware store on which he places sfallwares in keeping with the season. For instance, he has a large farm trade and during harvest season the table contained oil cans, scythe stones, monkey wrenches, cold chisels, screw drivers, etc., such things as the farmer finds use for at that season of the year. The eye readily takes in the table as the customer enters. Some little thing may be there that he suddenly remembers being in need of, and this silent little reminder prompts a purchase that would otherwise be forgotten.

A CHECKER-BOARD WINDOW

Make a false bottom for your window of white oilcloth, cardboard, or heavy paper, painting over it large squares, alternating black and white or black and red in fac-simile of a checkerboard.

Next, select 24 articles of merchandise, placing one on each square, exactly like checkers would be placed.

Then letter a large window streamer:

"IT'S YOUR MOVE—COME IN."

You then have a window display which has cost you very little money, which is novel, and which will attract the attention of the passers-by.

Wonderful Walls at Low Cost

Something new, something different, a wall treatment both beautiful and inexpensive.

ALABASTINE OPALINE PROCESS

Have you received a window trim? If not, send for it and samples of Opaline work. There is profit for you in these beautiful effects which can easily be produced by anyone with Alabastine. Profit for you in greater sales, profit for the decorator in the nice margin he can charge for his work. We are advertising in the leading magazines and newspapers. Help us and help yourselves by featuring Alabastine, and by maintaining the regular retail prices, 75 cents for full size, 40 cents for half size packages.

The Alabastine Co., Paris, Limited
Paris - Canada

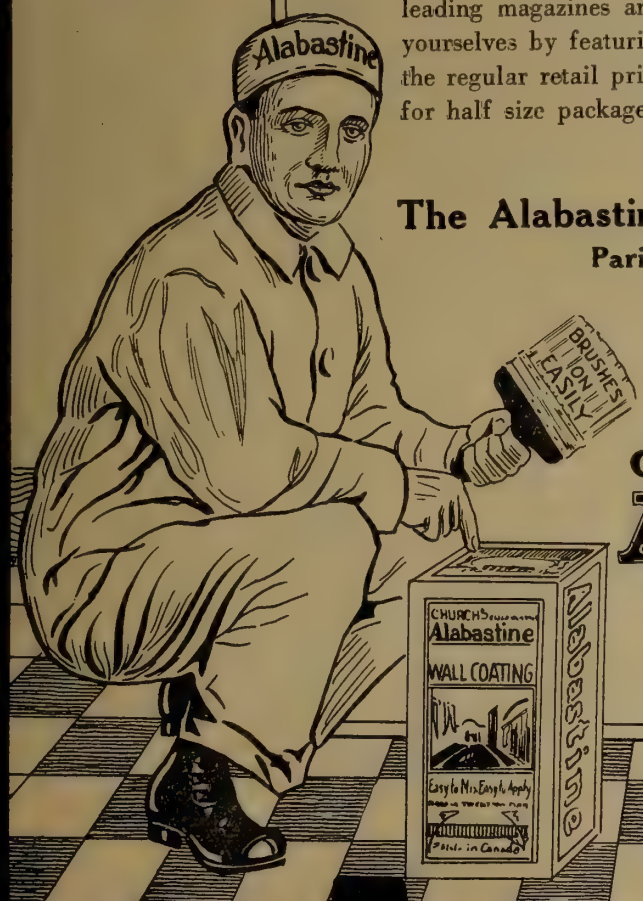
CHURCH'S
ALABASTINE

EASY TO MIX

EASY TO APPLY

CHURCH'S
ALABASTINE

MADE IN 21 TINTS



CHURCH'S COLD WATER
Alabastine

Mix in hot or cold water.

Toronto Gets 1923 Hardware Convention

New Hardware Club organized at Kingston—Ontario Association continues to Grow—45 New Members.

The executive committee of the Ontario Retail Hardware Association met in Toronto on March 29, and discussed various matters relating to the recent Hardware Convention as well as making plans for future activities.

Secretary MacPherson reported an increase of 45 members since the last report and stated that there was a continued demand for the Association price book which had recently been enlarged through the inclusion of new lines. Twenty additional applications for the price book service were secured in Toronto by Secretary MacPherson and Treasurer Caslor during the last week of March.

Secretary MacPherson also made a financial statement showing total cash in hand of $1,985.70, with accounts receivable of $2,564.40, making a total to the credit of the Association of $4,550.10.

The prizes offered for the largest amount of purchases and the value of goods bought at the Hamilton Convention were awarded as follows:

Dent Bros., Boswell, Ont., won first prize of $25 for the largest amount purchased, they having purchased goods to the value of $3,112.85. Barton & Fisher, Port Arthur, won second prize of $15 with purchases totalling $2,100 and the Wright Hardware, Hamilton, won third prize with purchases of $1,347.29.

Other large buyers were A. M. Oldham, Weston; Mills Hardware Ltd., Hamilton; St. Marys Hardware, St. Marys; J. N. MacGregor, Oakville; G. A. Outram, Port Hope; W. Hanna & Co., Port Carling; J. C. Wanless, Chatham; S. B. McClung & Co., Trenton; Gary's Hardware, Fort William; D. Mistele, Rodney; J. W. Peacock and Chas. McFarland, Toronto.

The second contest for the largest individual number of purchases from different exhibitors were awarded to the Wright Hardware Co., Hamilton, first prize of $25; A. M. Oldham, Weston, second prize of $15, and Mills Hardware, Ltd., Hamilton, third prize of $10.

The buying contest at the recent exhibition was the first ever conducted at any Ontario hardware convention and it was felt that not more than 25 per cent. of the goods bought were entered on the buying cards and included in the contest. It was planned for next year's exhibition, therefore, that a valuable feature will be more effort to have all purchases made and entered on the official buying card.

Next Year's Convention

Invitations were received from Hamilton, London, Windsor and Toronto for the 1923 convention and after the matter of accomodation was discussed, it was decided on the motion of F. B. Smith of Belleville and R. Hawkins of Smith's Falls, to hold the 1923 convention in Toronto during the second or third week in February. A committee of President George May, Treasurer John Caslor, H. N. Joy, West Toronto, and Secretary MacPherson were appointed to investigate accomodation for the exhibition and convention and make arrangements for same. If possible, the convention and exhibition will be held in one of the downtown buildings rather than in the big arena at the Canadian National Exhibition grounds.

Secretary MacPherson was instructed to forward a resolution to the Minister of Finance opposing the sales tax on retailers and favoring the protection of revenue by the application of tax on the source of supply, namely, the manufacturers and importers.

HARDWARE CLUB AT KINGSTON

Vice-President F. B. Smith, Belleville, and Secretary MacPherson of the Ontario Retail Hardware Association, visited Kingston recently and assisted in the organizatin of the new Hardware Club of Kingston. Practically every hardware retailer in the Limestone City is a member of the club.

The Kingston Hardware Club will meet once a month and a banquet is to be given at an inaugural meeting shortly at which a speaker will be present to emphasize the importance of having a Clean Up and Paint Up Campaign during May.

The officers of the new Kingston Hardware Club are: President, A. Lemmon of Lemmon & Sons; Vice-President, H. Taylor of Taylor and Hamilton; Secretary-Treasurer, J. B. Bunt. Executive committee: C. Simmons of Simmons Bros.; M. Holmes of McAlvay & Birch, J. Toland of Marshall Hardware.

HARDWARE DEALERS CONTRIBUTE $5,000 PRIZE

A $5,000 prize of a completely built and furnished bungalow was given away at a drawing contest open to visitors at the Building and House Furnishing Exhibition held in Vancouver during March. Over fifty individual builders and dealers contributed to the gift bungalow, among them the B.A. Paint Co.; Barr and Anderson, plumbing; Barrett Co., roofing; Bogardus-Wickens, Ltd., glass and paint; Brown, Gordon & Co., Ltd., hardware; W. A. Brown, Ltd., plumbing and heating; Campbell & Grill, heating and sheet metal; Canadian Westinghouse Co., electrical apparatus; Clare Bros. & Co., stoves; Cope & Son, electrical fixtures; Farr, Robinson & Bird, Ltd., hardware; Gurney Foundry Co., Ltd., heating; Lewis & Sills, hardware; W. T. McArthur & Co., hardware; McClary Mfg. Co., tinsmiths' supplies; Maxwell & Jost, aluminum ware; New Idea Sheet Metal Works; W. N. O'Niel Co., tile and glass; Pacific & Eastern Brokerage, Ltd., paint and stain; Pacific Roofing Co., Pacific Sheet Metal Works, Ltd.; Pilkington Bros., Ltd., glass; Portland Cement Ass'n.; Wm. Ralph, stoves and furnaces; Steel Co. of Canada, steel products; Taylor-Forbes Co., heating supplies; and Vancouver Stove & Heater Co., stoves.

OFFERS BONUS TO EMPLOYEES

In a store in Chatham, Ont., where several journeymen and assistants are employed in the electrical department, this offer was recently made to the staff:

> "Any employee effecting the sale of washing machines will receive a bonus of 7 per cent. of the sale; electric ranges, 5 per cent.; fixtures, 10 per cent.; getting contracts, 5 per cent.; irons, toasters, etc., 7 per cent. All work finished within two hours of specified time employees will receive two per cent. of contract to be divided among those on the job.
>
> "On repair work any employee who induces customer to have extra convenience outlets installed will receive a bonus of 25 cents for each outlet."

The proprietors find that by giving these bonuses it speeds employees up on the job and increases their efficiency

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WANTED—A ROOSTER

"Wanted, at once! The toughest, oldest rooster in Jacksonville, Florida, to cook in a Duplex Fireless Cooker. Will pay a liberal price for him."

The above appeared in a box in the advertisement of a Jacksonville hardware firm announcing a demonstration to show what the Duplex Fireless Cooker could do. Roosters were brought from far and near, and when a prize specimen was chosen—a hardy, seasoned old veteran—he was placed in the cooker. When he was done to a turn, visitors to the store were invited to have a bite as proof that the cooker would make the toughest bird tender. The demonstration was one of many carried out by the Duplex Fireless Stove Co. to sell to women by showing the stove actually in operation.

FEATURES ROOFING AFTER RAIN

Constant Chatham readers of J. C. Wanless' daily newspaper ad. would feel disappointed if they picked up their paper the day following a rainy night and found that the Wanless ad. failed to ask: "Did Your Roof Leak Last Night?" So faithfully does their ad. writer follow this formula that many a man whose roof did leak thinks of Wanless before waiting for the ad. and its query.

Incidentally, roofing is a business with the Wanless Hardware. They believe in hitting while the nail is hot. If somebody's roof did leak after a night's rain then it's time to ask him about a new roof, or get after him to have the old one repaired. It takes a calamity or something equally as distressful to bring some people into action. Knowing this, Wanless believes in getting after the fellow whose procrastination allows a leaky roof to disturb his family comfort. And he does it, and gets the roofing business, too!

BOECKH'S BRUSH NEWS

Good Finish Makes Selling Easy

The finish of a brush is highly important not only to the man who has to *sell* it, but to the man who has to *use* it. In manufacturing Boeckh's Brushes we have always kept that thought in mind, and as a direct consequence Boeckh's Brushes are everywhere famous for their excellent "finish."

Finish is most important to the dealer, because it makes his job of selling easier. The customer buys more readily. The appearance of the brush pleases, promises long wear, and satisfies him that he is making a good buy.

The dealer doesn't have to make such a heavy effort to sell his customer when he handles Boeckh's Brushes. The moment your customer lays his eyes on a Boeckh Brush the perfect finish will promise him equally perfect construction, excellent materials, long service and wear.

And the "finish" of Boeckh's brushes is a truly accurate indication of their unseen quality, serviceability and future performance under strenuous and continuous use.

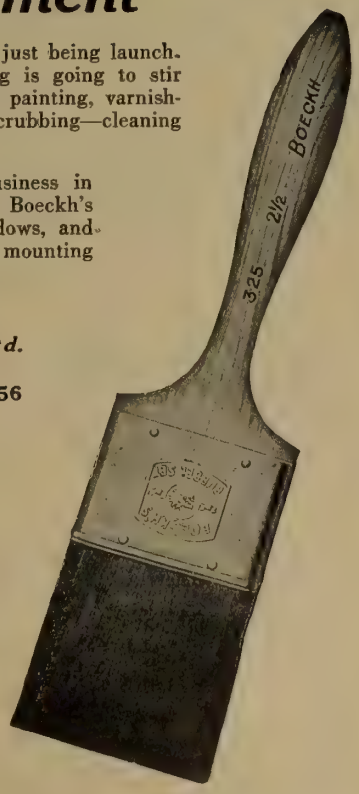
Sell a man a Boeckh Brush and he'll be back again in time for more. He won't forget the immense satisfaction it gave him. He *can't* forget the splendid finish that persuades him to buy.

Important Announcement



Our big spring "Paint-up and Clean-up" advertising campaign is just being launched in a long list of Canada's finest newspapers. This advertising is going to stir things up; get folks using Boeckh's Brushes all over their homes, painting, varnishing, enameling, kalsomining, sweeping, dusting, polishing, scrubbing—cleaning up, painting up, brightening up their homes.

Tie up with this campaign and you'll do a tidy business in Boeckh's Brushes in the next few months. Advertise Boeckh's Brushes, display them in your store and in your windows, and talk about Boeckh's Brushes. Then keep an eye on mounting profits and quick turnover.



The BOECKH COMPANY Ltd.

Makers of everything in good brushes since 1856

TORONTO, CANADA

DISTRIBUTORS:

Montreal:—The H. E. Smith Sales Co., 130 Craig Street, West.

Winnipeg:—J. B. Buckham, 664 Broadway.

Vancouver and Victoria:—The T. S. Griffiths Co., 1080 Hamilton Street, Vancouver, B.C.

HARDWARE *and* ACCESSORIES YOU *can* SELL

New Goods and Selling Helps being Introduced to the Trade—Write the Manufacturers for Additional Information and Mention this Paper.

DIM-A-LITE DISPLAY CARD

The Benjamin Electric Mfg. Co. of Canada, Limited, Toronto, are supplying electrical dealers with an attractive counter display card to assist in the proper display of the universally known Dim-a-lites. Every electrical dealer should have one of these counter display cards for Dim-a-lites on his show-case and link up with the advertising appearing every month in many widely-read magazines.

NEW WIND SHIELD CLOTH

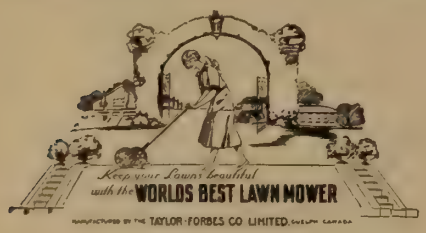
Peninsular Products, Hamilton, Ontario, are putting on the market a new wind shield cloth "Bon-E-Vue". This cloth it is claimed, by chemical insulation renders it impossible for moisture to congeal on the cold surface of a wind shield and thus obscure vision. It is equally efficient against rain, snow, sleet, fog, or mist. "Bon-E-Vue" cloth it is claimed does not contain any oil, soap, glycerine, wax, tar or grease. It will be sold principally through jobbers. The retail price is $1.00.

NEW SE-MENT-OL PACKAGE

A fifty cent package of Se-Ment-Ol is announced by the Northwestern Chemical Co., manufacturers of Norwesco utilities. It is intended to appeal particularly to the thrifty small car owner and it should meet with a ready sale in all parts of the country.

LAWN MOWER DISPLAY CARDS

The Taylor-Forbes Co., Ltd., Guelph, are supplying hardware dealers with attractive "cut outs" showing a neat appearing girl cutting the lawn with



a "T. F." lawn mower. The display card is of a handy size suitable for use on top of a silent salesman or in a window display. The merchant who has a stock of lawn mowers to move and fails to send a post card inquiry for one of the display cards is missing an opportunity

SMITH STEEL RUNNING BOARDS

These are of pressed steel and are manufactured by the A. O. Smith Corp., Milwaukee, whose Canadian representative is the Geo. H. Broughton Co., 22 Wellington St. West, Toronto. They are durable and attractive in appearance and are finished with either linoleum or aluminum top.

AUTO STROP DOLLAR RAZOR

The AutoStrop Safety Razor Co., announces the introduction of a new razor of the Valet AutoStrop type which will sell at retail for $1. The new razor set, known as Model C, strops, shaves and cleans without removing the blade, but the construction is simplified as compared with the $5 AutoStrop so that it can be sold at a low price. The standard line of Valet AutoStrop outfits, retailing at $5 and up, remains unchanged in price, appearance and de-



sign of construction. Consequently it is not an old razor reduced to a "sale" price. The object in introducing this new model, but a new razor manufactured to sell at a low price, it is claimed, was to meet the average pocketbook, those who cannot afford the high-priced models.

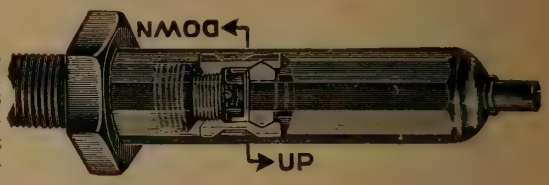
The Model C AutoStrop consists of a highly polished, nickle, self-stropping razor, three Valet AutoStrop blades and one horsehide strop. The razor and are packed in an attractive metal case, beautifuly finished in black, and velvet lined. The strop is packed in an individual carton. Extra blades and strops when required, are exactly the same as those supplied for the standard Valet AutoStrop razor.

PIONEER LUGGAGE CARRIER

This carrier, which is manufactured by the Brewer-Titchener Corp., Cortland, N.Y., is rugged in construction and affords enough room to accomodate a big load. When collapsed it occupies so little space that it need not be taken off the car. End gates are provided which keep the luggage from slipping endways out of the carrier. To fold the carrier down it is only necessary to unscrew the middle and rear bracket thumbscrews and collapse the carrier towards the front. When it is completely collapsed, the rear bracket folds over.

NEW TIRE VALVE COVER

A very neat and convenient tire valve cap is manufactured by the Dill Mfg. Co., of Toronto and neatly packed five to a box which sells for $1.25 retail. This cap is a combination of both standard caps, and one operation removes or replaces the two caps at the same time. The inner cap slides within the outer one and the cap is adjustable



at any length of valve stem which may project through the rim. A couple of turns engages the inner cap on the top of the valve stem, the cap is then pressed down and given another turn which looks it securely. It is absolutely dust proof.

ACCESSORIES CATALOGUE

Hyslop Bros., Ltd., Toronto, have issued an extensive catalogue of auto accessories, garage equipment, bicycles, etc., containing 272 pages, the catalogue covering a complete line of all supplies for bicycles and automobiles. A dealers net price list is also included.

NEW FORD REPAIR TOOL

A new tool of considerable interest to Ford Sales and Service Stations and to general repair shops which have occasion to work on Ford cars is the special GTD "Hex" Die shown below.



This Hexagon Re-threading Die is manufactured by the Greenfield Tap and Die Corporation, Galt, Ont. Its size is 2⅛" diameter, 24 threads per inch, and it is made expressly for rechasing the threads on Ford hubs. It will be welcomed by repair men familiar with the trouble and delay caused by the battered threads on hubs, either as the result of the owner's running into steps telegraph poles, etc., or crossed threads due to careless assembly at some past time.

The price of these special dies is in line with the rest of the Hexagon Re-threading Dies manufactured by this concern, which during the past year have proved a boon to garage mechanics all over the country.

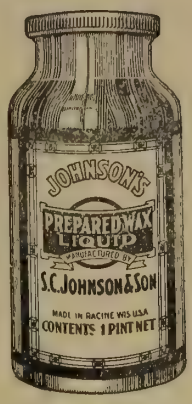
There's Profit and Prestige in Handling the Complete Johnson Line



YOU'RE in business to make money. Johnson's Artistic Wood Finishes net you a substantial profit on every sale. But in addition Johnson Products are business builders—they make satisfied customers—repeat buyers—the kind that mean a steady, continuous, profitable business to you.

Johnson's Sani-Spar Varnish Stain is a Waterproof product which will not turn white. Gives wonderful results on furniture, floors, woodwork and all interior and exterior surfaces. Put up in four sizes and in natural and four shades only, consequently a small investment brings you a complete stock.

Johnson's Floor Varnish is as good as Johnson's Floor Wax. What more can be said? It gives a beautiful, high gloss which will not mar, blister or scratch white. Dries dust-free in 2 hours and hard over night. Is absolutely waterproof and will stand all reasonanble tests.



Advertising

The complete Johnson line will be extensively advertised throughout Canada. The leading magazines will carry the interesting Johnson story right into the homes of the people who are your logical customers. By displaying all the lines in your store and windows you will be the final link in completing the sale.





Sales Helps

And in addition to the advertising there will be attractive sales helps—counter cards, window cards, booklets, folders, envelope stuffers, and many other features that will aid you in building up an interesting and profitable business in Johnson prolucts. When you senl in your order specify just what sales helps you need.











Johnson's is a Quality Line

Only the best grades of raw materials are used in the manufacture of our products and every department is in the hands of experts. This insures a uniform manufactured product of the highest quality. All Johnson Products are well canned—beautifully labeled—well advertised—and allow the dealer a good margin of profit.

Johnson's Car Savers—A Profit-Pulling Auto Accessory Line

No accessory stock complete without Johnson's Car Savers. They have stood the test of time. You can handle them right in connection with the regular Johnson Line without devoting much space to their display or tieing up much of your capital. There's a Johnson Car Saver for every purpose—for removing carbon—mending leaks in radiators—for renewing old tops—for varnishing old cars—for lubricating springs—for removing pits and foreign substance from valves—for patching tubes, casings, etc. The demand is for "Johnson's."

S. C. JOHNSON & SON, Limited

Brantford, Ontaro, Canada

PEARL OVEN GLASS

H. G. Fry Glass Co., Rochester, Pa., are now placing on the Canadian market their new transparent pearl oven glass ware. It is claimed by the manufacturers that these dishes are not only efficient for every oven use, but in addition, actually add to the appearance of a table setting, blending with the linen and silver owing to the pearl transparency. Dishes will also withstand extremes of heat and cold. A special assortment consisting of one 14 inch self basting roasting pan, hot water pitcher and tea pot with six cups and saucers, is being offered to the trade by the Canadian selling agents, Richardson & Bureau, Montreal.

ST. JOHN HARDWARE CLERKS

At the annual meeting of the St. John, N.B., Hardware Clerks Assn., the following officers were elected. President, Roy A. Willet; vice-president, T. A. Graham; secretary-treasurer, E. H. Fitzgerald. The retiring president, H. D. Sullivan, was made honorary president.

LADD EGG BEATER

M. C. Whittaker & Co., Ltd., Colborne St., Toronto, have been appointed Canadian representatives for the United Royalties Corporation, Broadway, New York City, who are placing on the Canadian market the "Ladd" egg beater.

NEW DUNLOP TIRE

The Dunlop Tire & Rubber Systems, Toronto, are manufacturing an improved 30 x 3½ fabric tire the feature of which is the extra thick



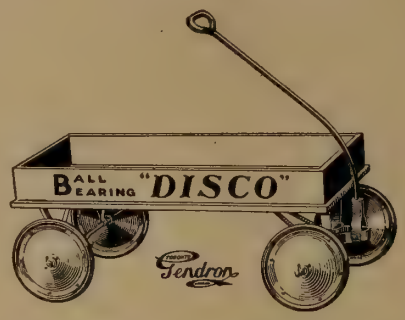
tread and the heavier side walls than is usually seen in tires of this size. The tread is nearly flat, this assisting in the distribution of the load on all parts of the tire. The manufacturers are announcing this as their "Banner" tire for 1922.

JENKINS' AIR GUNS

Jenkins Bros., Ltd., Montreal, are introducing the Jenkins' Air Gun, fitted with Jenkins Renewable Disk. The air gun is of simple construction and is made in quarter inch size, listing at $165 each. It has many uses in foundries, machine shops, woodworking shops, textile mills, while it can be used to advantage in garages for cleaning automobiles and blowing dust from cushions, bodies and tops.

DISCO COASTER WAGON

Gendron Manufacturing Co., Ltd., Toronto, are introducing a new Ball Bearing Disk Coaster Wagon with the disk wheels. The wagon is painted yellow with black lettering and it is fitted with ball bearings, which are



much superior to roller bearings. The wheels are rivetted with double headed rivets preventing the creeping of disk or rubber tires. The wagon has a very attractive appearance and should be a ready seller.

METAL WINDOW SCREENS

The Burrowes Mfg. Co., Ltd., 611 King St. West, Toronto, are introducing this year a line of all metal extension fly screens in which the screen cloth is locked in the frame under heavy pressure and then electrically welded together. No nails, tacks, solder or rivets are used and to make the screen thoroughly weather resisting, they are dipped in enamel, baked hard and then given a coat of green enamel. The trade name of the screen is "Double Life."

DEXTER DORR LOCKS

The Dexter Door Lock, formerly manufactured in Grand Rapids, Mich., by the National Brass Company, will now be made in Canada by the Dexter Lock Company, Limited, Wellington Street, Hamilton, who have acquired manufacturing rights for the British Empire.

Carpenters and builders are already familiar with the strength and ease in installation of Dexter Locks. The lock complete with trim can be in-



stalled in less than 15 minutes. The manufacturers furnish a template or boring marker with every lock set and by measuring with this device installation simply requires the boring of two holes. Mortising is practically eliminated. Dexter Locks have 15 key changes, simple and easy spring latch and screw spindle. The Canadian manufacturers are making plans for quantity production and effective sales service.

$230 OFFERED IN PRIZES

Hardware dealers and clerks have an opportunity to win honor and cash as well as boost their paint sales during the coming three months.

The "Save the Surface" Campaign Committee, 107 St. James St., Montreal are announcing two competitions open to Canadian hardwaremen and clerks, in each of which $115 is offered.

For the best window displays featuring the "Save the Surface" slogan and emphasizing in some manner the idea of protection and preservation, three prizes of $50, $40 and $25 are offered.

For the best newspaper advertisements three similar prizes are offered, the use of the "Save the Surface" slogan being required and the award to be made for the most unique method of attracting attention to the "Save the Surface" arguments.

The competitions close on July 1st next and any dealer or clerk can compete in one or both of the contests.

An important thing to bear in mind is that the merchant whose window or advertisements are entered will be a winner even though one of the six prizes does not come to him. The mere fact of competing means more business and more trade means more profit. But why not try and win the honor and cash as well as the increased trade.

NEW TROLLEY HANGERS

A. C. Jones Company, Ltd., Hamilton, square trolley hanger, No. 41, and the "Skooter" hanger, No. 42, for barns,



warehouses, garages or factories. They are also making a line of screen and steel door pulls, sliding door latches, and the No. 1010 Watershed track and hangers, claimed to be perfectly storm proof.



PAINT AND VARNISH BRUSHES

The best known trade mark in the brush business—every brush stamped with our trade mark and every brush guaranteed. —Prepare for big Spring business. Look over your shelves, check your stock over carefully. *We can ship almost every size and style of brush from stock, a big consideration at this season.*

RUBBERSET BRUSHES are Made in Canada



Order Through Your Jobber or write us direct.

RUBBERSET COMPANY LIMITED

FACTORIES:

TORONTO - GRAVENHURST

Trade News From Coast To Coast

A Monthly Summary of News Among Dealers, Jobbers, Manufacturers and Allied Interests

ALBERTA

Edmonton—Scott & Lake, hardware merchants, dissolved. D. B. Lake continues.

Elk Point—Charles Hood, hardware, suffered fire loss of $8,000, partly covered by insurance.

Erskine—A. Festerhaugh of Macklin, Sask., succeeds A. E. Michael, hardware.

Fort Saskatchewan—McIntyre and Grant succeed W. A. Dubuc Hardware Co.

Trochu—The Trochu Valley General Store, D. D. Farmer, hardware and Danforth Tinshop were destroyed by fire.

BRITISH COLUMBIA

Arrowhead—C. B. Hume, hardware merchant, fire loss recently.

New Westminster—T. D. Trapp of T. J. Trapp & Co., hardware merchants, was elected vice-president of the New Westminster Board of Trade.

Vancouver—Wood, Vallance & Leggat, Ltd., have sold their wholesale hardware business to Marshall Wells, B. C., Ltd.

Fort Fraser—N. B. Wallace, general merchant, has bought the hardware stock of Mr. Goodwin.

Vancouver — The Electric Panel Manufacturing Co., incorporated at $10,000.

Vancouver—The Star Brass Foundry has been registered with D. E. Woodruff and Robert Munro as partners.

MANITOBA

Headingley—Francis, Ltd., opening branch store at Rosser, Man.

Ninga—R. L. Mitchell, fire loss recently.

Reston—Reston Hardware & Lumber Co., Ltd., has been incorporated and succeeds the Manitoba Hardware & Lumber Co., Ltd. J. E. Harvey, former manager of the latter store, will be manager and secretary-treasurer of the new company.

Winnipeg—James Bending was re-elected Western manager of the Ideal Aluminum Products Co., and British Columbia added to his territory.

MARITIME PROVINCES

Halifax, N.S.—Arthur L. Brown is now manager of the Halifax branch of the Northern Electric Co.

Moncton, N.B.—H. R. Emmerson has been appointed manager, and C. I. Mills, factory manager of the Record Foundry Co., Ltd.

St. John, N.B.—Frederick E. Marvin, president and general manager of the Canada Nail & Wire Co., Ltd., died recently.

QUEBEC

Montreal—R. M. Inglis has been appointed general sales manager of the Ruberoid Co.

Montreal, Que.—The Steel Trough & Machine Co., Ltd., Tweed, Ontario, have opened an office at Room 216, St. Nicholas Building. R. L. Welch is manager and this office will now take care of all Quebec business.

ONTARIO

Aylmer—Patterson Bros. succeed Ed. Miller, hardware.

Amherstburg — The Universal Wrench Co., of Windsor, are planning to move its plant to this city.

Blyth—Munroe Bros. succeed L. J. Williams, hardware.

Brampton—Damage to the extent ef $150,000 was caused by fire to the Pease Foundry Co.

Chatham—The Wanless Hardware Co., Ltd., incorporated at $100,000 to conduct retail, wholesale and manufacturing hardware business.

Galt — Wm. J. McMurtry, hardware merchant, died recently after an illness of eleven years.

Hamilton—Rudd Brush & Lettering Co., Ltd., incorporated to manufacture paint brushes, sweeping brushes, etc.

Hamilton—Innes, Lumsden Industries, Ltd., incorporated to manufacture and deal in hardware, auto accessories, etc.

Hamilton—The Fuller Brush Co., Ltd., has dissolved.

Collingwood — Electro - Castings, Ltd., incorporated at $40,000 to manufacture electric furnaces and metal castings. Provisional directors are W. T. Stephens, J. F. Zimmerman, J. Wilson, A. J. Dixon, J. Shipley, A. M. McFaul and F. S. Lewis.

Markdale—J. J. Richardson sold to Walter Perkins.

Kitchener—Oscar Grosy has taken over the plumbing, heating and tinsmithing departments of W. G. Weichel & Sons, hardware merchants.

Milverton—G. Guenther succeeds Schrenck & Orr, hardware.

Timmins—Warren & Finlay opening hardware store at 24 Third Ave.

Toronto—The Metropolitan Hardware opening store at 3150 Dundas St. West, with H. Nemerow, proprietor.

Toronto—Dominion Putty Co., Ltd., incorporated at $40,000 to manufacture and deal in oils, paint, glass, hardware, etc. Directors are F. W. Dunn, W. F. Moore and D. MacLulich.

Toronto—C. G. Knott has resigned as Toronto representative of the Steel Co. of Canada, and will be associated with the Holtyrex Gold Mines, Ltd., as secretary-treasurer.

Toronto—Merripep Gas & Gasoline Savers, Ltd., incorporated, to manufacture auto accessories, etc.

Toronto—The Duffy Hardware Co., Ltd., has been incorporated with $100,000 capital to carry on a wholesale and retail hardware, plumbing and furnace business. The provisional directors are Sherman T. Sutton, Benjamin F. Wilson, William R. Mather, Thomas R. Jones and Charles H. Kehoe.

Toronto—Delco-Light Co. of Canada, incorporated at $10,000 to manufacture and deal in electric appliances, etc.

Toronto—O. A. Cole, Ltd., incorporated at $50,000 to manufacture paints, varnishes, etc.

Toronto—Harold A. Wilson, president of Harold A. Wilson Co., Ltd., sporting goods dealers, died recently at Saranac Lake, N.Y.

Toronto—The Dry Cabinet Co., Ltd., incorporated to manufacture kitchen utensils, etc.

Toronto—The Dill Mfg. Co. of Canada, Ltd., has been incorporated to manufacture hardware and auto accessories.

Windsor—Gordon McGregor, vice-president and general manager of the Ford Motor Company of Canada, died recently in Montreal following an operation for intestinal trouble.

SASKATCHEWAN

Craik—E. J .Gaety, fire loss recently.

Meyronne—Scott Hardware Co., Ltd., succeeds Scott & Thompson.

Prince Albert—McCall Bros., Toronto, wholesale oils, opening branch.

Strasbourg—H. Klein opening hardware business.

Toga—Swain & Rae, hardware, dissolved partnership. G. B. Swain continues.

NEW DIRECTORS NAMED

H. S. Howland Sons & Co., Limited, wholesale hardware merchants, Toronto, have enlarged their board of directors from six to ten, the new officials chosen being selected from the active working heads of the company.

Mr. Peleg Howland, re-elected president, has been head of this well known jobbing firm for a quarter of a century, and in addition, has been for a number of years, president of the Imperial Bank of Canada. Mr. George Howland, re-elected vice-president, was formerly manager of Graham Nail Works and has been for many years a director of H. S. Howland Sons & Co., Limited.

The four new directors chosen are: T. B. Williamson, manager of the Purchasing department and a past president of the Canadian Wholesale Hardware Asociation; D. H. Foster, warehouse manager, formerly on the Ontario sales staff; C. E. Screaton, Sales Manager; and W. H. Lamont, Financial Manager, and for a number of years a member of the Council of the Toronto Board of Trade.

The recognition given these gentlemen for efficient service in the management of their various departments is a timely move which will inspire added confidence in the company, while the addition of young blood to the directorate should make H. S. Howland Sons & Co., all the more capable of holding their own in the keen competition of the busines life of to-day.

DOMINION ALLOY STEEL COMPANY

The Dominion Alloy Steel Corporation has been incorporated under Dominion charter capitalized at $15,000,000 to manufacture alloy steel at Sarnia, Ontario. Prominent United States and Canadian steel manufacturers and capitalists are interested. The vice-president and general manager is George A. Simpson, formerly sales manager and special representative of the Steel Company of Canada, Hamilton.



"Save the surface and you save all" Paint & Varnish

"Save the surface and you save all" Paint & Varnish

Satinette

ENAMEL

A DISTINCTIVE LEADER

For Your Paint & Varnish Department

SATINETTE ENAMEL is in demand by those who know real enamel value for all high class finishing whether exterior or interior.
This already large demand will be materially increased by the extensive publicity campaign now being carried on among master painters and consumers. This campaign will bring forcibly to the attention of the buying public the superior quality of Satinette.

You will be called upon to furnish Satinette Enamel to your customers. No substitute will be acceptable.
The Satinette container as reproduced here if displayed on your shelves or counter will get sales making attention immediately.
Satinette Enamel is supplied in Gloss, Semi Gloss or Flat White, also in ivy or grey shades.

Satinette is only one of the many easy selling and profitable International Varnish Co's products. We manufacture a full and complete line of highest quality Varnishes, Stains, Paints and Enamels.

Order your supply of Satinette now. Write us for prices and full particulars on our complete line.

INTERNATIONAL VARNISH CO. LIMITED.

MONTREAL WINNIPEG **TORONTO** HALIFAX VANCOUVER

HARDWARE MARKET SITUATION

A somewhat stronger and firmer tone has been noted in hardware markets during the month past, and price changes have been fewer in number. Practically all changes, however, have been downward, and it is felt that on some lines the bottom has not been reached as yet.

Shipments and deliveries of goods have greatly improved over the first two months of the year, and some retailers say there is a noted improvment in ordinary sales in their stores.

The spring house-cleaning season is with us, and this will no doubt benefit the retailer, and should also be helpful in increasing paint sales.

Manufacturers still complain of shortness of orders and small bookings. There are a few bright spots here and there, however, where some manufacturers report increasing staffs and enlargement of plants to take care of increasing business.

The crop of failures does not seem to be so heavy as it was six weeks ago. It is unfortunate that some of our hardware dealers have had to give up, but credit men tell us it was a necessary evolution towards betterment.

Below will be found the price changes of the month past.

PAST MONTH'S PRICE CHANGES

Humpty Dumpty Egg Crates—Lower. Now at $6 a dozen.

Polarine Motor Oil—Down to $1 a gallon.

Trowels—(Bricklayers) — Declined prices on Rose brand. No. 10½ are at $25.20 a dozen; No. 11, at $25.80; No. 11½, $26.40.

Wrenches (Williams' make) — Reduced about 10 per cent.

Sheets (blue, black and galvanized) —Declined 25c per hundred pounds.

Turpentine—$1.25 a gallon, single barrels.

Linseed Oil—$1.07 a gallon for raw oil in one or two barrel lots; $1.10 a gallon for boiled.

Black Oil—Down 4 cents a gallon. Now at 19 cents for summer and 20½ cents for winter oil.

Parrafine Oil—Down 3½ cents a gallon to 20 cents.

Copper—Declined 2 cents a pound.

Brass—Down 2 cents a pound.

Paris Green—Declined. Now 38 cents a pound, new season prices.

Shoefinders' Tacks—New list under date March 20, showing reductions in Hungarian nails, heel and shoe nails, channel nails and shoe tacks.

Rivets—Slightly declined. No. 6 clinch rivets are now at $2.75 per carton; No. 9B at $1.25; No. 600 tubular rivets are at $1.30 a carton.

Bale Ties (single loop)—Lower. No. 12 gauge is at $4.50 per hundredweight; No. 13, $4.60; No. 13½, $4.65; No. 14, $4.70; No. 15, $5; No. 16, $5.20.

Wrought Nipples—Prices lowered by increasing discounts. Close and short, 4 inches and under are now at 60 off, with 4½ and larger sizes 50 off. Long wrought iron nipples, 4 inches and less, 65 off; 4½ and larger, 55; running thread, 4 inches and under, 40 per cent.

HAMILTON FIRMS BUSY

The Dominion Sheet Metal Corporation, Limited, of Hamilton, resumed full operation Monday, April 3rd. This means that the company will be turning out seventy-five tons of Premier Galvanized Steel Sheets every day. For the past eight weeks the plant has only been operating from fifty to sixty per cent. of its capacity.

Increased business from the principal Canadian points warrants increased production. Orders have been coming in from all parts of the country and from as far west as Vancouver. An encouraging feature is the amount of export business that is being handled. This is coming from European countries as well as from Great Britain.

The Collins Never-Fail Products, Limited, also reports an excellent business with their poultry and spraying supplies. The new plant is now working six full days a week, operating twenty-five men and at the present time is behind in deliveries.

STEEL PRODUCTION INCREASING

A material rise, the first since July, 1920, is being shown in the United States steel market by the composite of fourteen iron and steel products compiled by The Iron Trade Review. The average up to the first of the month was $33.36, compared with $32.80 the third week in March; $32.87 two weeks earlier; $32.86 for all February; $33.45 for January, and $27.93 for March, 1913. The present outlook is for a much earlier settling of the season's lake ore prices than recently had been expected, unless the coal strike upsets all calculations.

The Steel Corporation is operating slightly in excess of 71 per cent. of actual capacity, with bookings around 65 per cent., the difference being made up from unfilled orders which have become more active. The Carnegie Steel Co. is running over 75 per cent., and the Gary plant over 80 per cent. Many of the independent works are doing equally well.

B.C. HARDWARE JOBBER DIES

Wm. G. MacKenzie, for twenty years manager and vice-president of Wood Vallance & Leggat, wholesale hardware merchants, Vancouver, died suddenly on April 5, followin gthe completion of the sale of his business to Marshall-Wells B.C., Ltd.

Mr. MacKenzie was only 60 years of age and was one of the best known hardwaremen in Canada, having attended the Canadian Wholesale Hardware convention last September at Montreal and the Atlantic City hardware conventions in October during a holiday and business trip in the East. He was born at Drumbo, Ont., and received his early business training at Mount Forest, from where he came to Toronto. being associated with the Gurney Foundry Company as well as acting as British Columbia representative for various hardware companies in Eastern Canada. He was a well known lacrosse player in his youth.

SPRING LUBRI-GAITERS

Automatic Spring Lubri-Gaiters are made to fit every type of car, and are so priced as to be within the reach of all car owners. They are made of the best chrome leather, they add materially to the appearance of the car, save both time and money for the motorist, and by improving the springing qualities of the car they protect the entire mechanism from shocks and breakage. They are manufactured by Motor Spring Lubri-Gaiters, Ltd., 220 Elm Ave., Westmount, Que.

HANDY KITCHEN SET

Landers, Frary & Clark, New Britain, Conn., have added to their line the Universal Handy Andy Kitchen Set No. Has a short, well balanced blade and 349; is a compact and attractive nine-piece set, being described in detail as follows: No. 3401 kitchen knife. point especially adapted for taking the eyes out of potatoes. No. 3402 kitchen knife. An ideal vegetable knife; straight blade with point in a line with the cutting edge; cuts out decayed portions of vegetables most easily. No. 3400 cook's fork. A short fork, useful in many places where a longer tool would be unhandy. No. 3408 cook's fork. The tines on this fork are so curved and of sufficient strength to take up the largest cut of boiling meat. No. 3403 cake turner. Sharp, flat head easily slips under meat loaf or griddle cake. Used for stirring, it keeps contents from slopping over sides of the dish. No. 3406 six-inch palet knife. Fills all the requirements of spatula and is designed for scraping and cleaning. No. 3430 slicer. Long, well tempered blade makes easy work of slicing cold or warm meats. No. 3490 bread knife. So shaped as to allow slices to be cut clean from the loaf. No. 3491 bread knife. Has long, thin blade for cutting thin, wafer-like slices without crumbling; ideal for cake.

SAND.

The big steam locomotive can't always get a grip
On the slender iron pavements, 'cause the wheels are apt to slip.
So when they reach a slippery spot these tactics they command;
To get a grip upon the rails they sprinkle them with sand.

It's about this way in travelling along life's slippery track
If your load is rather heavy and you're always slipping back.
Then if this common practice you completely understand,
You'll provide yourself in starting with a good supply of sand.

You can reach most any station that's on life's schedule seen
If there's fire beneath the boiler of ambition's strong machine;
And you'll reach a place called Flushtown at a rate of speed that's grand
If for all the slippery places you've a good supply of SAND.

Beath Steel Barrels

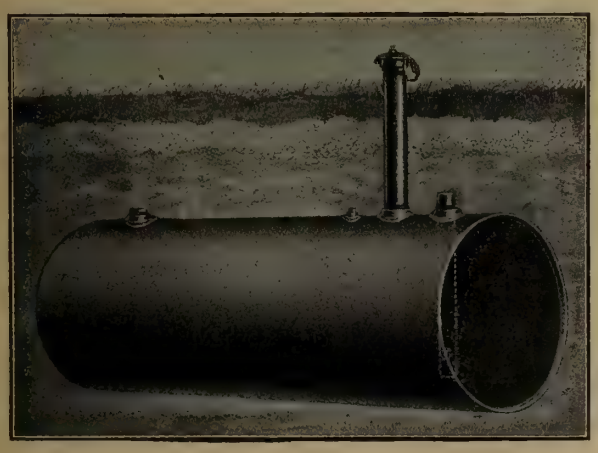
Ensure against loss by always insisting upon your liquids being shipped to you in Beath Steel Barrels.

They give many years of service. Made in capacities 5 gals. to 92 gals. in types to suit every kind of product. All joints welded. Will not leak under the hardest usage and ensure safe deliveries without loss. Handle Beath Barrels—once tried always used. Write for catalogue and prices.



Underground Storage Tanks

For Gasoline, Kerosene, Lubricating and Fuel Oils



You never wonder whether the Beath Tank is leaking or not when it is out of your sight underground.

It is absolutely leak proof, meeting every requirement of Underwriters' Laboratories. Built of best quality open hearth soft steel plates, heavily galvanized, ensuring against possibility of corrosion inside or outside of tank; all flanges and seams are above the liquid and oxy-acetylene welded. After the most careful test (by compressed air) every tank is heavily coated with asphaltum paint and labelled by Underwriters.

Built in sizes 54 to 1,000 gallons. Standard fittings for these tanks are supplied if desired—suction pipe, fill pipe with cap, strainer and lock.

Write for full particulars and prices

W. D. Beath & Son, Limited

394 Symington Ave.
Toronto

180 St. James St.
Montreal

The quotations below are approximately correct for large lots in Toronto on the date mentioned.

CURRENT PRICES

TORONTO, APRIL 6, 1922

They may not be the same in any other jobbing centre owing to freight and other conditions.

METALS and SHEETS

Aluminum—Per pound, 27c.

Antimony—Per pound, 8c.

Brass—Sheet, base, 21c; rods, base ½ to 1 in., round, 19c; tubing, seamless, base, 23c. F.o.b. Toronto.

Copper—Casting ingot, base, 17½c; rods, ½ to 2 in., 27c; soft sheets, plain, 16 oz. and heavier, lb., 28c; plain tinned, 16 oz. and heavier, lb., 35c; polished and tinned, 16 oz. and heavier, lb., 40c; tubing, lb., 27c.

Above prices are full sheets and bars. Cut sheets and bars are 5c per lb. higher.

Coppers, Soldering—Base, 4 to 8 lbs., 35 cents per lb.; 3-lb., 38c; 2½-lb., 39c; 2-lb., 41c; 1½-lb., 44c; 1-lb., 48c per lb. F.o.b. Toronto, Hamilton.

Iron, Tinned—Lion and Crown Brand, Toronto in 22, 24 and 26 gauge. 36 x 96, 21c per lb.; 48 x 96, 21c per lb. Less than case, 50c per 100 lbs. extra.

Lead (pig)—$6.75 per hundred lbs.; sheets, 4 to 6 pounds per sq. foot, in rolls, 9c per lb. Cut sheets to size, 1c extra.

Iron—Bar, base, $2.75 per cwt.; angle iron, $2.95; horseshoe iron, $3.60; Norway, $12.50; toe caulk, $4.00.

Steel—Mild bars, $2.85; bands, $3.35; tire, $3.35; spring, $5.50; sleigh shoe, $2.85; hoop, $3.75; crucible cast sheet, $30; cast tool, $18 to $31, according to grade.

Sheets, Blue Annealed—10 gauge, $4.25 per 100 square feet; 12 gauge, $4.30; 14 Gauge, $4.35; 16 gauge, $4.40.

Sheets, Black—18 to 20 gauge, $4.80 per 100 square feet; 22 to 24 gauge, $4.85; 26 gauge, $4.90; 28 gauge, $5.00.

A change of 25 cents per cwt. is made for less than case lots; and an extra 10 cents per cwt. is charged on sheets 26 inches wide.

Sheets, Corrugated—No. 28 gauge, $6.50 per 100 sq. ft.; 26 gauge, $7; 24 gauge, $9; 22 gauge, $11; 20 gauge, $12.50; 18 gauge, $16; lighter than 24 gauge and wider than 27 inches, 75 cents a square extra. Discount 10 per cent.

Sheets, Galvanized—	Queen's Head	Fleur-de-lis
28 gauge, per 100 lbs..	$7.75	$7.25
26 gauge, per 100 lbs..	7.50	7.00
24 gauge, per 100 lbs..	7.10	6.60
22 gauge, per 100 lbs..	6.65	6.15
18-20 gauge, 100 lbs...	6.50	6.00
	Premier	Apollo
10¾ oz., per 100 lbs...	$5.75	$6.50
28 gauge, per 100 lbs...	5.35	6.10
26 gauge, per 100 lbs..	5.05	5.80
24-22 gauge, 100 lbs...	4.90	5.65
20-18 gauge, 100 lbs...	4.75	5.50
16 gauge, per 100 lbs..	4.60	5.35
14-12 gauge, 100 lbs...	4.45	5.20

Plates (Canada)—Dull, 60 sheets, $5.65; ordinary, 52 sheets, $5.60.

Plates (Coke Tin)—IC. 20x28, 112 sheets, $13.50; IX, 20x28, 112 sheets, $16.50; IX, 20x28, 56 sheets, $9.

Plates (Charcoal Tin)—IX, 20x28, 56 sheets, $14; IXX, 20x28, 56 sheets, $16.

Plates, Terne—IC, 14x20, 112 sheets, $12.00.

Spelter—Per pound, 7c.

Tin—Ingots (100 lbs.), per lb. 35½c.

Zinc—Sheets, per lb., 10c.

PLUMBERS AND TINNERS' SUPPLIES

Boilers (Range)—30-gal., $17.50, standard disc. 50 per cent.; extra heavy, disc. 40 per cent.

Compression and Fuller Work—Compression work (standard), discount, 45%. Fuller work (standard), 30%. Bath cocks, compression, 38%; fuller, 25%. Flat way stop and waste cocks (standard), 54%. Brass steam cocks (standard), 43%.

Fittings (Malleable)—Class A, black, 54 cents; galvanized, 67 cents. Class B, black, 20 cents; galvanized, 28 cents. Class C, black, 13 cents; galvanized, 20 cents.

Fittings—Cast iron fittings, 30%; malleable bushings, 32%; cast bushings, 32%; unions, 47%; flanged unions, 30%: plugs, cast iron, 30%; plugs, solid. 10%; plugs, countersunk, net; couplings, 4 in. and under, 30%; do., 2½ in. and larger, 10%.

Lead and Zinc goods—Lead pipe, 12½c a pound; lead waste pipe, 13½c; over 8 inch, 14½c. All lead pipe less 10%.

Lead traps and bends, 10%. Lead sheets, 9c; cut sheets, 10c.

Nipples, Wrought—Close and short, 4 in. and under, 60%; 4½ and larger, 50%; long, 4 in. and under, 65%; 4½ in. and larger, 55%; running thread, 4 in. and under 40%.

Oakum—Special No. 1, $15; plumbers', $6.50 per cwt.

Packing — Fine jute, 17c a pound; coarse jute, 18c; hemp, 36c; square braided hemp, 38c; No. 1 Italian, 44c; No. 2 Italian, 36c.

Pipe (Wrought)—Price List No. 54, Dec. 22, 1921.

Standard Buttweld Pipe S-C per 100

Size.	Blk. Steel	Galv. Steel	Blk. Gen.Wrot.Iron	Galv. Gen.Wrot.Iron
⅛ in.	$ 6.00	$ 8.00	$ ...	$ ...
¼ in.	3.84	5.94	7.20	9.30
⅜ in.	3.84	5.94	7.20	9.30
½ in.	4.85	6.46	7.31	8.93
¾ in.	5.87	7.71	8.86	10.70
1 in.	8.16	11.05	12.58	15.30
1¼ in.	11.04	14.95	17.02	20.70
1½ in.	13.20	17.88	20.35	24.75
2 in.	17.76	24.05	27.38	33.30
2½ in.	28.08	38.03	....	....
3 in.	36.72	49.73	....	....
3½ in.	47.84	63.48	....	....
4 in.	56.68	75.21	....	....

Standard Lapweld Pipe S-C, per 100

Size.	Blk. Steel	Galv. Steel	Blk. Gen.Wrot.Iron	Galv. Gen.Wrot.Iron
2 in.	21.46	27.38	31.08	37.00
2½ in.	31.50	40.05	46.80	56.16
3 in.	41.31	53.55	61.20	73.44
3½ in.	48.76	65.32	72.68	89.24
4 in.	57.77	77.39	86.11	105.76
4½ in.	66.04	86.36	1.04	1.24
5 in.	76.96	100.64	1.21	1.45
6 in.	1.00	1.31	1.57	1.88
7 in.	1.33	1.76	2.02	2.45
8L in.	1.40	1.85	2.13	2.58
8 in.	1.61	2.13	2.45	2.97
9 in.	1.97	2.59	2.97	3.59
10L in.	1.32	2.40	2.75	3.33
10 in.	2.35	3.09	3.54	4.28

Pipe (conductor), plain, round or corrugated, in 10-ft. lengths—2 in., $18.40 per 100 ft.; 3 in., $22.30; 4 in., $29.60; 5 in.. $40; 6 in., $49. Less 70 and 10 per cent.

Elbows—(For conductor pipe) 2 inch, $5.25; 3 inch, $6; 4 inch, $10.50; 5 inch, $24; 6 inch, $29. Less 60 per cent.

Pipe (Lead)—12½c a pound. Waste pipe, 13½c; over 8 inch, 14½c. Less 10%.

Pipe (soil)—Med. and extra heavy—2 in., 3 in., 40%; 4 in., 40-5%; 5, 6 50%, 8 in., net.

Pipe (Soil) Fittings—2, 3, 4, 5, 6 in., 50 and 5%, 8in., net.

Pipe (stove)—Net list.

Registers—Warm air, japanned and common oxidized, 20% from standard list. No. 3, $10.75.

Tinners' Trimmings—Plain 50 and 10, retinned, 50%.

Trough (Eave)—O. G. Square bead and half round: Per 100 ft.: 8 in., $15.90; 10 in., $17.70; 12 in., $21.20; 15 in., $28.80; 18 in., $36.50. Less 70 and

Solder—Wire, 30c a pound; strictly, 22½c; commercial 21c; guaranteed, 24c; wiping, 21c.

Valves — Globe, angle and check (standard), 25%; J.M.T., 20 and 10%; J.M.T.C., 25 and 10%; J.M.T. gate valves, 25 and 10 %; Jenkins' gate or straightway, 25 and 10%; Jenkins' Globe, 19 and 10%; radiator valves (standard and removable disc), 58%; Emco check valves (standard), 25%; Emco J.D. rad. valves (screwed), 33%; Emco swing check valves, ⅜ and ½ in. sizes, 40%; other sizes, 33%; Webber gate valves, 33%; Emco gate valves (standard), 25%; Emco globe valves (standard), 25%.

Valves, Foot—1¼ in., blk. 70c, galv. $1; 1½ in., blk. 85c, galv. $1.30; 2 in., blk. $1.20, galv. $2.10.

Washers, Wrought — Round, plain. Sizes given are size of hole. In boxes of 50 lbs. list prices per 100 lbs.—¼ in., $28; 5/16 in., $34.40; ⅜ in., $22.80; 7/16 in., $21; ½ in., $19.60; 9/16 in., $18.80; ⅝ in., $18.60; 11/14 in., $18.40; ¾ in., $18.20; 13/16 in., $18; 1 1/16 in., 1⅛ in., 1¼ in., 1 5/16 in., $18.90; 1⅜ in., 1½ in., 1⅝ in., $18.40; 1¾ in., 1⅝

in., 2 in., 2⅛ in., $19. Discount, 60% f.o.b. Montreal, Hamilton, Toronto, London and Halifax.

Car lots allowance to following points: Windsor, Walkerville, St. John, Moncton, Amherst, New Glasgow, Freight allowance: Fort William and West, 10c per 100 lbs.

Net extras, 26 to 40 lbs. of a size, $1; 25 lbs. of a size or less, $2 per 100 lbs. Package allowances—if taken in kegs about 175 lbs. each, allowance 10c per 100 lbs.; if taken in bags about 100 lbs., allowance 15c per 100 lbs.

HARDWARE

Ammunition (American)—Winchester and Savage advance on American list, for rim fire ball cartridges, 2½%; centre fire blank and shot cartridges, 15%. Remington Union Metallic list plus 2½%.

Ammunition (Dominion) — Discount 30 and 20%.

Shot, standard, 100 lbs., Toronto, $14.25; Montreal, $13.50; net extras, as follows, subject to cash discounts only: Chilled, $1.50; buck and seal, 80c; No. 28 ball, $1.20 per 100 lbs.; bags less than 25 lbs., ½c per lb.; f.o.b. Montreal, Toronto, Hamilton, London, St. John and Halifax freight equalized.

Animal Ties—Cow ties, list plus 37½ per cent.; trace chains, list plus 25 per cent.; dog chains, list plus 20 per cent.; halter chains, net; tie-out chains, net; stall fixtures, Dominion, $2.80 per doz.; heavy, $2.

Axes—Boys', doz., $10.50; Hunters', doz., $9.50 single bits, doz., $15.00; double bits, doz., $17.

Bench Axes—Per doz., No. 1, $35; No. 2, $40; No. 3, $45; No. 4, $49; No. 5, $54; No. 6, $60; No. 7, $66. Discount, 60 per cent.

On weights heavier than base add to list as follows: Group 2, 50c; group 3, $1; group 4, $1.50; group 5, $2; group 6, $2.50; group 7, $3.50.

Bale Ties—Single Loop—No. 12, $4.50; No. 13, $4.60; No. 14, $4.70; No. 15, $5; No. 16, $5.20. Cross head—No. 12, $5.10; No. 13, $5.20; No. 14. $5.50; No. 15, $5.95; No. 16, $6.40.

Baskets (Willow)—Delivery (handled), per doz., $7.50 to $11; splint, clothes or meat, per doz., $2 to $2.85; oblong clothes, per doz., $10.50 to $14.75.

Baskets (Wire)—Vegetable — Half bushel, each, 90c; 1 bushel, each, $1.30; 1½ bushel, each, $1.80.

Belting (Leather)—Discounts apply to revised list of Nov. 4th, 1920. Extra quality, 15/10 per cent. Standard quality, 15/10/10 per cent. Side lace leather, lb., $1.60; cut lace leather, lb., $1.85.

Belting (Canvas)—60 per cent. off

Bits, Auger—(Standard list prices per dozen): 3-16, $6; 4-16, $5; 5-16, $5; 6-16, $5; 7-16, $5; 8-16, $5; 9-16, $6; 10-16, $6; 11-16, $7; 12-16, $7; 13-16, $8.25; 14-16, $8.25; 15-16, $9.50; 16-16, $9.50; 17-16, $12; 18-16, $12; 19-16, $14; 20-16, $14; 21-16, $16; 22-16, $16; 23-16, $18; 24-16, $18; 25-16, $21; 26-16, $21; 27-16, $24; 28-16, $24; 29-16, $27; 30-16, $27; 31-16, $30; 32-16, $30.

Discounts from Standard list prices: Ford auger bits, add 15%; Ford car bits, add 7½%; Beaver, 35%; Gilmour auger bits, 22½%; Gilmour eye augers, add 5%; Irwin auger bits, add 5%; Irwin car bits, less 7½%

Boards (Bake)—	⅜ Rim.	¾ Rim
No. 0—16 x 22, doz. ...	$ 8.90	$12.50
No. 1—18 x 24, doz. ...	10.78	12.80
No. 2—18 x 29, doz. ...	12.10	14.75
No. 3—20 x 30, doz. ...	13.86	17.75

Boards (Ironing)—No. 1, Daisy, $38 per doz.; No. 10, Daisy, $43 per doz.; No. 33, 21 per doz.; No. 35, $38 per doz.; No. 36, $43 per doz.; Perfection, $48 per doz.

Boards (Wash)—Baby Globe, $2.45 per doz.; Beaver (brass), $8 per doz.; Competition Globe (metal), $5.90 per doz.; Diamond King (glass), $8 per doz.; Enamel Queen, $9 per doz.; Glass Globe, $8 per doz.; Improved Globe, $5.25 per doz.; Jubilee, $5.80 per doz.; Neptune, $5.25 per doz.; Newmarket King, $5.80 per doz.; Pony, $2.45 per doz.; Royal Globe (zinc), $5.25 per doz.; Original Globe, solid back, $5.95 per doz.; Standard Globe, $5.25 per doz.; Supreme (zinc), $6.50 per doz.; Western King (Enamel), $9 per doz.

Bolts and Nuts—Discounts herewith apply to standard list. Carriage bolts ($1 list), ⅜ in. diameter and smaller, 6 in. and shorter, 47½%. Carriage bolts ($1 list), ⅜ in. and longer lengths, 30%. Carriage bolts ($1 list), 7/16 in. and larger, 40%. Machine bolts, ⅜ in. and smaller. 4 in. and shorter, 55%. Machine bolts, ⅜ in. and smaller, longer lengths, 42½%. Machine bolts, 7/16 in. and larger, 42½%. Sleigh shoe bolts, all sizes, 30%. Coach and lag screws, 55%. Bolt ends, 42½%. Square head blank bolts, 42½%. Plow bolts, 1, 2, 3 head, 35%. Elevator bolts, corrugated heads, 60%. Fancy head bolts, 30%. Shaft bolts ($3 list), 30%. Step bolts, large head ($3 list), 30%. Whiffletree bolts, 30%. Tire bolts, 52½%. Stove bolts, 72½%. Nuts, 2 in. and smaller, square. Blank, off net list, $1.25. Nuts, 2 in. and smaller, square, tapped, net list. Nuts, 2 in. and smaller, hexagon, Blank, off list, 75c. Tapped, off list, 75c.

Terms—Cash in 30 days from date of shipment, less 2 per cent.

Borax—Lump crystal borax, 10c lb.

Brooms—No. 5, 4 strings, $6.65 per doz.; No. 5, standard, $7.50 per doz.; Little Beauty, $9.40 per doz.; Royal Blue, $13.90 per doz.

Butts — (Wrought Steel)—No. 840, less 10%; No. 800, net; No. 838, less 10%; No. 808, add 10%; No. 804, less 12½%; No. 802, net; No. 810, add 25%; No. 814, add 20%.

Cans (Milk)—At list plus 15%.

Cement (Portland)—In carload lots, per bbl., $3.770. Less than car lots: Per bbl., f.o.b. yard, $4.00 per bbl., delivered, $5.00. Single bags, $1.25 each, 4 bags to barrel. Extra charge of $1.50 per load on less than 24 bag lots. Rebate, 20 cents for empty sacks.

Choppers (Food)—Universal—No. 0, $1.50 each; No. 1, $1.75; No. 2, $2.15; No. 3, $2.90.

Choppers (Meat)—Enterprise—No. 5, $27 a doz.; No. 10, $47; No. 12, $40.80.

Gem—No. 20¾, $21.60 a doz.; No. 22, $25.80; No. 24, $34.20.

Churns (Barrel)—No. 0, each, hand, $10.30; power, $15.50. No. 1, hand, $10.30; power, $15.50. No. 2, hand, $10.90; power, $16.20. No. 3, hand, $11.75; power, $17.10. No. 4, hand, $13.60; power, $18.45. No. 5, hand, $15.10; power, $19.80. Net list f.o.b. Montreal, Ottawa, Kingston, Toronto, Hamilton, Fergus, London, St. Mary's.

Clippers (Horse)—New market, $3.50 per pair. No. 1 B.B. Stewart Horse Clipper, $14 list, less 25 per cent.

Clocks (Alarm)—Big Ben and Baby Ben, each, $3.43; Good Morning, each, $1.37; Lookout, $1.88; Sleepmeter, $2.06.

Clothes Bars—No. 2, $19 per doz.; No. 3, $14.40 per doz.; No. 4, $11 per doz.; No. 5, $16 per doz.; No. 6, $13 per doz.

Clothes Horses (folding) 6 feet, per doz., $16; 5 feet, $13; 4 feet, $11.

Extension—6 feet, $32; 5 feet, $26; 4 feet, $22.

Clothes Lines (Galvanized)—No. 18, 100 ft. lengths, $5.65 per 1,000 feet; 50 ft. lengths, $6.25; No. 19, 100 ft. lengths, $4.75; 50 ft. lengths, $5.56.

Clothes Line Reels—No. 3, $17.50 per dozen; No. 3½, $19.75; No. 4, $32.50.

Cobbler Sets—Common, per set, $1.14.

Coil Chain—	Proof	B B B
3/16 inch, electric weld.	$16.25	$19.50
¼ inch, electric weld...	15.50	17.75
5/16 inch, electric weld.	12.75	15.75
⅜ inch, electric weld...	10.60	....
⅜ inch, fire weld.....	13.65	16.00
7/16 inch, fire weld....	11.25	13.75
½ inch, fire weld.....	11.25	11.75
⅝ inch, fire weld.....	10.50	....

Combs, Curry—No. 101, $1.40 per dozen; No. 111, $1.60; No. 121, $1.70; No. 127, $2.30.

Combs, Cattle—No. 98, $2 per dozen; No. 100, $2.85.

Cord (Sash) — No. 6, 53c a pound; No. 7, 52c; Nos. 8, 9, 10, 12, 51c.

Crowbars—$8.00 per 100 lbs.

Crates (Egg)—Humpty-Dumpty, per doz., $7.

Dampers—Cast, Champion, 5 in., $1.42 a dozen; 6 in., $1.57; 7 in., $2.10.

Doors, Screen—Kasement, No. 2, oak stain, varnished, including hardware sets: 2 ft. 6 in., $45 per dozen; 2 ft. 8 in., $45.60; 2 ft. 10 in., $46.70; 2 ft. 7 in., $46.80.

Drills—Standard lists. Blacksmiths', ½ in x 2½ in. shank, each, ⅛, 45c; 5/32, 45c; 3/16, 50c; 7/32, 55c; ¼, 60c; 9/32, 65c; 5/16, 70c; 11/32, 75c; ⅜, 80c; 13/32, 85c; 19/32, $1.20; ⅝, $1.30; 21/32, $1.40; 11/16, $1.50; 23/32, $1.60; ¾, $1.70; 25/32, $1.80; 13/16, $1.90; 27/32, $2; ⅞, $2.10.

Drills—7/16, 90c; 15/32, 95c; ½, $1; 17/32, $1.05; 9/16, $1.10; 29/32, $2.20; 15/16, $2.30; 31/32, $2.40; 1, $2.50. Intermediate sizes take list of next larger.

Bit Stock—List per doz., less 45%: 3/32, $2.70; ⅛, $3; 5/32, $3.50; 3/16, $4; 7/32, $4.50; ¼, $5; 9/32, $6; 5/16, $7; ⅜, $8.50; 7/16, $10.50; ½, $13; 9/16, $15.50; ⅝, $18; 11/16, $21; ¾, $24; ⅞, $30. Blacksmiths', ½ in. shank, straight shank, wire, taper shank, 50% off.

Egg Crates—Humpty Dumpty, $6 a dozen.

Files and Rasps—These discounts apply to list of Nov. 1, 1899: Great Western, Amer., 50%; Kerney Foot Arcade, 60/5%; J. Barton Smith, Eagle, 55%; P. H. and Imperial, 60/5%; Globe, 60/5%; Nicholson, 40%; Black Diamond, 40%; Delta Files, 20%; Firth Files, 50%.

Grindstones—Under 40 lbs. weight—Smaller than 2 in. face, $5.25 per hundred pounds; two in. and over, $4.50.

40 to 80 lbs. weight—Under 2 in. face, $4.75 per hundred pounds; 2 ins. and over, $4.25; Bi-Treadle, each, $9.75; Cycle BB, $8.75.

Grindstone Fixtures—No. 22, $8.67 per dozen; No. 23, $9.37; No. 2½, $10; No. 3, $11.50.

Halters, Rope—Sisal, 7-16 in., $21 per gross; 9-16, $33. Jute, 7-16 in., $19; 9-16 in., $28.50.

Hame Fasteners—(Dodson), $4.60 per dozen.

Hammers, Nail—No. 21, $12 per dozen; No. 1, $15.40; Nos. 1½, 61½, $15.20.

Hammers, Sledge—(Canadian), 2-2½ lbs., $20 per cwt.; 3-4½ lbs., $18; 5 lbs. and over, $12.50.

Blacksmith Sledge—Under 5 lbs., $18.75; 5 lbs. and over, $13 per cwt.

Masons—2-3½ lbs., $24 per cwt.; 3-4½ lbs., $24; 5 lbs. and over, $18.70.

Hammers, Striking—No. 38, No. 46, 5 lbs. and over, $12.50 per cwt. Double-face striking—Under 5 lbs., $18.75; 5 lbs. and over, $13 per cwt.

Hammers, Machinist—No. 30, 1 lb., $9.20 per dozen; No. 30, 1¼ lb.,$9.90.

Handles (Wood)—All hickory handles, list plus 20%; all oak, ash and maple handles, list plus 10%; hay fork, hoe rake, shovel and manure fork, net list; Whiffletrees, double-trees and neck-yokes, list plus 20%; wood rakes, list plus 10%; horse pokes, list plus 10%. Terms, all goods f.o.b. factories, 2% 10 days, net 30 days. O-Cedar Mop Handles, less 30%.

Hangers, Barn and Parlor—Storm King No. 42, list less 20-10%; Safety No. 20, list less 20-10%; Reliable No. 1, list less 20-10%; Round Trolley No. 1917, list less 33 1-3-5%. Atlas No. 0, $13.35; No. 1, $13.80; No. 2, $15.85; Stearns, 4 in., $12.80; 5 in., $16.00. Perfect, No. 1, $10.50; Canada, $13.25; Hatch, $13.25; National, $12; America, $19; Great West, $30.

Hatchets, Shingling—No. 1, $9.75 per dozen; No. 2, $10.75.

Hatchets, Lath—Nos. 3 and 4, $10 per dozen.

Hatchets, Barrelling—Nos. 50 and 60, $14.50 per dozen.

Hatchets, Claw—No. 7, $12.00 per dozen; No. 8, $12.75.

Hinges (Blind)—Clark's No. 1, $2.22 per dozen sets.

Hinge, (Spring)—No. 200 and No. 20, $25 per gross; Ajax Floor No. 3111, $1.85 per set.

Reliance Door No. 270—Light, per doz., $3.15; medium, per doz., $4.20; heavy, per doz., $6.40.

Hinges—Heavy, in bulk. Doz. pairs: 4 in., strap, $1.50; tee, $1.80. 5 in., strap, $1.90; tee, $2.20. 6 in., strap, $2.15; tee, $2.40. 8 in., strap, $2.40; tee, $3.20. 10 in., strap, $4.30; tee, $5.70. 12 in., strap, $6.90; tee, $7.10. 14 in., strap, $7.50; tee, $8.05. Net prices.

Light—Net prices—3 in., strap, 90c; tee, 90c. 4 in., strap, $1.08; tee, $1. 5 in., strap, $1.26; tee, $1.17. 6 in., strap, $1.53; tee, $1.35.

Screw Hook and Strap Hinges—List prices, per dozen pairs—6 in., $4.30; 8 in., $4.80; 10 in., $6.40; 12 in., $7; 15 in., $7.50; 18 in., $11; 21 in., $12.40; 24 in., $16; 27 in., $17.20; 30 in., $18.50; 33 in., $21.50; 36 in., $24.50. Discount, 30%.

Heaters, Electric—Glower Heater, $10; Heatray Heater, $12. Discount, 25%-33%, according to quantity.

Majestic, 1 burner, $11; 2 burner, $16. Discount, 27½%.

Universal, $13.80. Discount, 20 and 5%.

Hoes—Grub, $6.75 per dozen.

Hooks (Grass)—Canadian, No. 2, $3.90 per dozen; No. 3, $4; No. 4, $4.10; No. 5, $4.30; Little Giant, $6.50; Barden Pat., $6.50. English Fox—No. 2, $7.50 a dozen; No. 3, $8; No. 4, $8.50.

Horseshoes—	Price per keg		
	Sizes	No. 2 and larger	No. 1 and smaller
Patterns			
Light iron	0-7	$6.90	$7.15
Long heel light iron	3-7	6.90	....
Medium iron	1-8	6.90	7.15
Heavy iron	6-8	6.90	....
Snow	1-6	7.15	7.40
New light XL steel.	1-6	7.35	7.60
Featherweight XL steel	0-4	8.75 all siz.	
Special countersunk.	0-4	9.25 all siz.	
Toe weight (front only)	1-4	9.70 all siz.	

Packing—Up to 3 sizes in one keg, 10c per 100 lbs. extra. More than 3 sizes, 25c per 100 lbs. extra. F.o.b. Montreal and Belleville.

Terms—Cash in thirty days, less 2% discount.

Hose, Lawn—Corrugated, per hundred feet: ½ in., $13.25; ⅝ in., $15.50: ¾ in., $18. Less 5% for full reel, 500 ft.

Irons (Sad)—Mrs. Potts, polished, $1.90 per set; nickel plated, $1.95.

Handles for above japanned, $20.75 per gross.

Common, No. 1 ,4 and 5 lbs., $20.60 per cwt.; 6 lbs. and up, cwt., $15.

Irons, Electric—Model B, $6.50 list. Classic, $8 list. Discount, 25% to 33%, according to quantity.

Knives, Hay—Spear Point, $15 per dozen; Lightning, $14; Heath's, $14.

Ladders—Step Ladders—Standard, 46c a foot; Household, 35c; Shelf Lock, 4 to 8 ft. only, 30c; Faultless, 4 to 8 ft. only, 44c; Faultless, 10 to 16 ft., 49c.

Single and Fruit Picking—10 ft. to 16 ft., 28c per foot; 18 ft. to 22 ft., 29c.

Roped and Straight Extension Ladders—20 to 32 ft., 30c a foot; 36 to 40 ft., 33c; 44 ft., 36c; three section extension, 45c.

Fire ladders up to 32 feet are twice the price of ordinary extensions. Over 32 ft. are supplied with supporting legs at three times the price.

Lanterns—Short or long globe, plain, $12; japanned, $12.75; Dash, plain, $18.75; japanned, $19.25; search (round reflection), $15.75; Little Bobs, 2 10-4 20.

Lantern Globes—Cold blast, short or long, 1 doz. cases, $1.35 doz.; 3 doz. cases, $1.20 doz.; 6 doz. cases, $1.15 doz.; Cold Blast genuine ruby, $5.40 doz. F.o.b. factory.

Latches—Steel Thumb, No. 2, $2 per dozen; No. 3, $2.50; No. 4, $3.75; Barn Door, No. 5, $3.30; No. 9, $6.15.

Machines (Washing)—Dowswell, $12.75 each; Noiseless, $17.50; Hamilton, $14; Peerless, $14.50; Snowball, $19.50; New Century, style A, $19.75; style B, $21.75; electric, $160.00; Playtime, engine drive, $27; Ideal Power, $30; Seafoam, electric, style A, $105; engine drive, $50; Sunshine, $10.25; Popular, $14.50; Economic, $16; Puritan, $19.50; New Champion, $21.50; Home, $21.50; Vacuum, $28; Home Water, motor, $28; Whirlpool, water power, $31; Hydro, 1 Tub, engine drive, $57; electric, $116.50; Rotary water motor washer, $29; Connor ball-bearing, with rack, $22.75; Perfection, engine drive, $65; electric, $132; Beaver, $26; power, $27; Connor, vacuum, $27.50; Patriot, $21.50; Jubilee, $12.50; Canada First, $21.50. These prices are less 30%. Freight equalized with Montreal, Ottawa, Toronto, Hamilton, Kingston, London and St. Mary's, or shipments of quarter dozen and upwards.

Stands, Washtub—Dowswell, $44.10 per dozen.

Mattocks—Cutter, $10.00 per dozen; Pick, $10.00.

Mixed Bread—Canuck—No. 4, $36.24 dozen; No. 8, $40.92.

Universal—No. $40,00 a dozen; No. 8, $52.

Mops—Liquid Veneer, $16 per dozen; O-Cedar, less handle, $14; O'Cedar, with handle, $16; S. W. Mops, complete, $4.35; Mop Sticks, No. 8, $2; Cast Head Mop, $2; Crescent, No. 10, $2.60; Crank wringing, $7.35; Smarts', $4.

Mop Wringers—White, No. 1, $16.40 per dozen; white, No. 2, $16.80; white, No. 3, $24.

Mowers, Lawn—(List of Sept. 12, 1921)—Adanac, Woodyatt, Empress, Mayflower, Ontario Daisy, Star, all at 20% off list; Whippet, Thousand Island, Red Wing, Blue Bird are all net.

Nails—List adopted Sept. 10, 1920. Advance over base on common wire nails in kegs: 1 in., $1.50; 1⅛ in., $1.40; 1¼ in., $1.15; 1½ in., 80c; 1¾ in., 75c; 2 in., 60c; 2¼ in., 55c; 2½ in., 30c; 2¾ in., 30c; 3 in., 20c; 3¼ in., 15c; 3½ in., 10c; 4 in., 5c; 4½ in., 5c; 5 in., base; 5½ in., base; 6 in., base. 6½ to 12 in. 2 ga. and heavier, 25c over base.

Standard steel wire nails, f.o.b. London, Hamilton, Milton, Toronto, Owen Sound, Collingwood, Montreal, $3.65 base. Freight equalized on above points.

Windsor, Walkerville, Sandwich, f.o.b. factory prices, carload freight allowed, $3.65.

Sault Ste. Marie, Port Arthur, Fort William, $3.90 base, f.o.b. factory; no freight allowance.

Moulding, Flooring, Slating, Box, Fence, Barrel Nails, 25c per 100 lbs. over common nail prices. Finishing nails, 50c per 100 lbs. advance over common nail price.

Miscellaneous wire nails, 72½% off miscellaneous list, f.o.b. Toronto, Montreal, Hamilton and London.

Nails, cut—$4.35.

Roofing Nails—American, large head, keg, $10.50. Less quantities, $12.50.

Nails (Horse)—Capewell C Brand—No. 5, $6.75 per 25 lb. box; No. 6, $6.50; No. 7, $6.25; No. 8, $6; No. 9, $5.75. Discount, 10%.

"M.R.M." Brand—Net price list. No. 3, 5⅝ in. long, $20.25 per 25 lb. box; No. 4, 1¾ in. long, $10.25; No. 5, 1 15/16 in. long, $5.25; No. 6, 2⅛ in. long, $5; No. 7, 2 16/16 in. long, $4.75; No. 8, 2½ in. long, $4.75; No. 9, 2 11/16 in. long, $4.50; No. 10, 2⅞ in. long, $4.50; No. 11, 3 1/16 in. long, $4.50; No. 12, 3¼ in. long, $4.50.

Netting, Poultry—2 in. mesh and 19 gauge wire—12 in., $1.80 per 50-yard roll; 18 in., $2.65; 24 in., $3.40; 30 in., $4; 36 in., $4.75; 42 in., $5.50; 48 in., $6.20; 60 in., $7.70; 72 in., $9.20; 84 in., $10.50; 96 in., $12.

1½ in. mesh and 19 gauge wire—12 in., $3.50 per 50-yard roll; 18 in., $5; 24 in., $6.30; 30 in., $7.75; 36 in., $9.90; 42 in., $10.50; 48 in., $12; 60 in., $15; 72 in., $18.

1 in. mesh and 20 gauge wire—12 in., $4; 18 in., $5.50; 24 in., $7; 30 in., $8.50; 42 in., $12; 48 in., $14; 60 in., $17; 72 in., $20

¾ in. mesh and 20 gauge wire—24 in., $10.50; 30 in., $12.75; 36 in., $15.

½ in. mesh and 22 gauge wire—24 in., $16.50; 30 in., $20; 36 in., $24.

Discounts at present quoted apply only to land 2 in. mesh setting. Other prices have been withdrawn and are quoted only on application.

Toronto, London, Montreal, Canadian netting, 2 in. mesh, 12½% off; 1 in. mesh, 12½% off. American netting, 1 in. mesh, 12½% off.

Invincible—No. 1848, 80c a rod; 2060, 88c. Put up in 10, 20 and 30 rod rolls. F.o.b. Montreal.

Blue Ribbon—24 in., $5.50 per roll; 36 in., $7.15; 48 in., $8.35; 60 in., $9.85; 72 in., $11.25. Put up in 10 rod rolls.

Paper (Building)—Dry fibre, No. 1, Anchor, $1.15 per 400 ft. roll; No. 2, Anchor, 65c; No. 2, Elephant, 65c.

Tarred Fibre, No. 1—Anchor, $1.20; No. 2, 85c.

Elephant Brand, tarred, No. 2, 85c; Surprise Fibre, 70c; Empress Dry Sheathing, $1.45; Stag Sheathing, 70c; Cyclone, dry, $1.15; tarred, $1.20. Joliette Sheathing, 65c; tarred, 85c.

Monarch Sheathing, white, $5.50 per 100 pounds; grey, $4.50; Straw Sheathing, $5.50; Imp. Grey Sheathing, $4.75; tarred straw, $3.40; Imp. White Sheathing, $5.75; Imp. Grey Sheathing, $4.75; Scythe and dry straw, $3.15; Spruce Sheathing, 36 in. and 72 in. wide, $6.00; Asbestos Sheathing, $8.50; carpet felt, $3.90; tarred felt, 7, 10 and 16 oz., $3.45.

Picks—Clay, 5 to 6 lbs., $7.80 a doz.; 6 to 7 lbs., $8.50.
Rock—7 to 8 lbs., $9.25 dozen; 8 lbs., $9.75.

Pins, Clothes—5 gross, 4 in. (loose), $2.25 a case; 4 gross (cartons), 4 in., $2.25; Spring, 2 gross to box, $1.90.

Pitch—Pine, black, per bbl., $13.25; Navy pitch, per bbl., $6.50; Coal tar pitch, per cwt., $1.55.

Planters, Corn—King of Field, $13.20 a dozen; Triumph, $11.

Pulleys—Axle, No. 1, 1¾ in., 80c a dozen; 2 in., 90c; 2¼ in., 95c; Palmer's, 90c.

Pulleys, Clothes Line—No. 58, japanned, $4.35 per dozen; No. 158, galvanized, $4.45; No. 59, japanned, $4.45; No. 159, galvanized, $4.55.

Pumps—	Pitcher Spout	Closed Spout
No. 2, each	2.85	3.10
No. 3, each	3.15	3.40
No. 4, each	3.75	4.10
No. 70, each	...	6.00
No. 80, each	...	8.00

Pumps, Redwing—No. 0, $6.85; No. 1, $7.50; No. 2, $8.75; No. 3, $10.75; No. 4, $12.75; No. 5, $15.25; No. 6, $18.

Rifles, Winchester—Model 1890, $27.75 each; 1892, $35.70; 1894 (30 and 32 round), $42.40; 1894, (30 and 32 octagon), $45.50; 1895, $55.50; 1902, $8.35; 1904, $10.20; 1905, $53.65; 1906, $24.05; 1906, expert, $27.75; 1907, $64.75; 1894, carbine, with sling and strap, $46.65; 1912, gun, $61.

Rivets and Burrs—Iron rivets, 7-16 inch and smaller, blacked and tinned, 52½%; Iron burrs, 52½% off list on 200-lb. kegs. Extras, add 1c to list on 100-lb. kegs; 3c on 50-lb. boxes; 4c on 25 lb. boxes, 8c on 1 lb. pkgs.

Copper rivets, usual proportion of burrs, 32½% off; burrs, add 10%. Extras on copper rivets, ½ lb. pkgs., 1c per lb.; ¾ lb. pkgs., 2c lb. Coppered rivets, net extras, 3c per lb.

Roofing—Samson, 1 ply, $2.65 roll; 2 ply, roll, $3.10; 3 ply, roll, $3.80.

Red Star, 2 ply, $1.85 roll; Red Star, 3 ply, $2.20.

Everlastic, 1 ply, $1.70; Everlastic, 2 ply, $2.05; Everlastic, 3 ply, $2.40.

Panamoid, 1 ply, $1.50; Panamoid, 2 ply, $1.85; Panamoid, 3 ply, $2.20.

Everlastic Multi-Shingles (4 shingles in one), per square, $6.00.

Everlastic Liquid Roofing cement—Per gal., in bbls., 70c; 5 and 10 gal. lots, gal., 80c; 1 gal. cans, gal., doz., $10.50.

Coal Tar (refined), per barrel, $10.50; coal tar (crude), $9.25.

Roofix Roofing Cement—In bbls., per gallon, 60c; in ½ bbls., per gal., 65c; in 5s and 10c, 70c; 1 gal. cans, per doz., $9.

Rope—Pure Manila basis, 23c a pound; Beaver Manila basis, 20c; New Zealand hemp basis, 20c; Sisal basis, 18c. These quotations are basis prices, ¾ in. and larger diameter. The following advances over basis are made for smaller sizes: ⅝ in., ½c; 9-16 to 7-16 in., inclusive, 1c; ⅜ in., 1½c; ¼ and 5-16 in., 2c; 3-16 in., 2½c extra.

Single lath yarn basis, 18c; double lath yarn, 18½c; halyards, 50c; Beaver halyards, white, ¾ in. basis, 35c.

Hemp, deep sea line basis, 50c; hemp, tarred ratline basis, 45c; hemp, tarred bolt rope basis, 45c; marline and houseline, 45c. Extra charge for shorter lengths than half coils, 2c per pound additional.

Cotton, ⅛in., 51c a pound; 5.32 in., 50c; 3-16 in., 47c; ¼ in. and up, 45c.

Sandpaper—B. & A. sandpaper, less 10%; Star sandpaper, less 10%; B. & A. emery cloth, plus 20% on list.

Scales—Champion, including stamping, list net: 4 lb., $6.60; 10 lb., $8.65; 240 lb., $12.65; 600 lb., $35.80; 1,200 lb., $43; 2,000 lb., $57.10; 2,000 lb. drop lever, $64.75.

Scythes—Cast steel, $15 a dozen; Golden Clipper, $16; Little Giant, $17; Bush, $16.

Snaths—1 loop, $16.80 a dozen; 2 loops, $15.80; 3 loops, $14.70; Bush, $18.20.

Screws—Discounts off Standard List—Wood, F.H., bright 85%; Wood, R.H., bright 77½%; Wood, O.H., bright, 82½%; Wood, F.H., brass, 75%; Wood, R.H., brass, 80%; Wood, O.H., brass, 77½%; Wood, F.H., bronze, 77½%; Wood, R.H., bronze, 72½%; Wood, O.H., bronze, 72½%; Square cap, 50%; Hexagon cap, 50%; Set Screws, 55%.

Screws, Iron Bench, No. 14—1 in., $11.25; 1⅛ in., $13.50; 1¼ in., $15.65.

Spiders—Cast, No. 7, $1; No. 8, $1.05; No. 9, $1.15. Nickel Plated—No. 7, $1.26; No. 8, $1.35; No. 9, $1.50; No. 10, $1.75.

Spades, Shovels and Scoops—Plain back shovels and spades, draining tools, hollow back scoops, sand shovels, hollow back shovels, hollow back coal shovels, riveted back scoops, miners' spring point shovels. 1st, 2nd and 4th grades, all 55%. These discounts apply whether goods are sold in carload or less than carloads, and apply only to Black List, Black List prices being as follows:

Plain back shovels and spades, No. 2 black—1st, $29; 2nd, $28; 3rd, $25.

Draining tools, No. 2 black—1st, 29; 2nd, $27.50.

Hollow back scoops, No. 2, black—1st, $34.50; 3rd, $32.

Coal shovels, hollow back, No. 2, black—1st, $32; 3rd, $30.

Sand shovels, No. 2, black—1st, $27.50; 3rd, $24.

Hollow back shovels, No. 2, black—1st, $27.50; 3rd, $24.

Riveted back scoops, No. 2, black—1st, $37.50; 2nd, $35.50; 3rd, $34.

Miners' spring point shovels, No. 2—1st, $36.50.

Net Extras—For each size larger than No. 2, add 35c dozen net. Full polished, add $1 per dozen net. Half polished, add 50c per dozen net. F.o.b. London, Hamilton, Toronto, Gananoque, Ottawa, Collingwood, Sherbrooke, Montreal, Quebec, Halifax, St. John, Moncton and freight may be equalized thereon. On shipments less than 5 dozen f.o.b. factory only.

Spikes, Ship—Base, ⅜ in. and larger, $5 per 100 lbs. ¼ and 5/16 in., $5.50 per cwt. F.o.b. Montreal, Belleville, Toronto and Hamilton, with freight equalized on these points.

Spouts, Sap—Eureka, $15 per thous.

Staples (Fence)—Bright, $4 per 100 lb. keg; galvanized, $5.

Staples (Poultry netting) — Bright. $7.25 per 100 pounds in kegs; galvanized, $8.25. Discount 10 per cent. Net extras (not subject to discount)—Coppering, 60 cents per 100 pounds, 10-lb. wooden boxes, $1.50 per 100 pounds; 25-lb. and 50-lb. wooden boxes, $1.

Stoves (Oil Burning Cooking)—Perfection No. 32, 2 burner, $21.50 each; Perfection No. 33, 3 burner, $26; Perfection No. 34, 4 burner, $34; No. 22G oven for above stoves, $8. Discount, 30% off list.

McClary Glass Front Oven, No. 170, each, net, $4.75. Detroit Glass Front Oven, No. 85, each, net; Hot Blast, plus %.

Stoves (Oil Heaters)—No. 525, $8.75 each; No. 530, $9.75; No. 630, $12.50. Discount 30% off list on these three numbers. Hot Blast, plus 10%.

Stretchers, Wire—Hercules, $3.60 doz.

Stretchers (curtain)—Star, No. 1, $27.60 doz.; Star, No. 2, $30 doz.; Sun, No. 1, $20; Sun, No. 2, $22.

Swings (Stratford)—4 ft., $7; 5 ft., $9; 6 ft., $11. Ontario, 4-passenger lawn swing, $7.50; awning, $4.50.

Tacks—Wire tacks, 60/25% from revised hardware tack list adopted January, 1922; double-pointed tacks, 60/25%

Shoe Findings—List adopted March 20, 1922.

Tapes, Measuring (Lufkin)—263, 50 ft., Challenge, steel, $4.95 each; 103, 50 ft. Reliable Jr., steel, $5.25 each; 243, 50 ft. Rival, steel, $4.40 each; 553, 50 ft. Steel, $3.95 each; 1243, 50 ft. Rival Jr., steel, $4.06 ea.; 603, 50 ft. Metallic, $3.17 each; 604, 66 ft., Metallic, $3.54 each; 403, 50 ft. Linen, $2.39 each; 713, 50 ft. Ass Skin, $6.15 doz.; 714, 66 ft. Ass Skin, $7.37 doz.; 143, 3 ft. Steel Pocket, $7.27 doz.; 145, 5 ft. Steel Pocket, $9.20 doz.; 175, 5 ft. Linen Pocket, $6.35 doz.; 165, 5 ft. Cotton Pocket, $1.55 doz.

Toasters, Electric—Universal, $7.80; C. G., $5. Discount, 20 and 10%. Canadian Beauty, $5.43; Upright, with rack, $6.40.

Tools, Harvest—Waverley, Wellandvale, Rixford, Maple Leaf, Bedford, 60% off new list.

Track, Barn Door—Hatch Trolley, per ft., 22½c; brackets for this, per doz., $2.20.

National Flat Track, 1¼ in. per 100 ft., $10.85. Storm King Flat, No. 60, list less 20-10%. Safety Flat, No. 60, list less 20-10%. Reliable No. 1 and 2, 20c per ft., less 20-10%. Round Trolley No. 1918, 20c per ft., less 20-10%.

Traps (Game)—Victor, No. 1 Giant, $3.35 per dozen; Jump, No. 1, $3.50; Hawley & Norton, No. 1, $5; Newhouse, No. 1, $7.50. All these include chains.

Trowels (Bricklayers)—Rose make—Size No. 10½, $25.20 a dozen; No. 11, $25.80; No. 11½, $26.40.

Tubs, Wood—No. 0, $26 per dozen; No. 1, $23.10; No. 2, $20.90; No. 3, $17.60. F.o.b. Newmarket.

Twine, Binder—500 ft., 11½c a foot; 550 ft., 12½c; 600 ft., 11½c; 650 ft., 14c. Freight prepaid to nearest station in lots of 300 lbs. and over. (This applies to Eastern Canada only.) Rebate of ⅛ cent lb. on 10,000 lbs. and ¼ cent lb. on 20,000 lbs. Cash, 5 per cent.; net, Oct. 1.

Twine (Cotton)—5-lb. sack, 3-ply, lb., 47½c; 4 ply, lb., 50c.

Cones, 3 ply, lb., 44c; 4 ply, lb., 47c.

Tin and Enamelwares—

Britannic, list plus 15%.
Scotch Grey Ware, 50 and 10%.
Colonial, 40%.
Imperial ware, 40%.
Pearl, 40%.
Premier, 20%.
Canada ware, 20%.
Crescent, 50 and 10%.
White ware, 50 and 10%.
Japanned ware, net list.
Japanned ware, white, list, plus 10%.
Plain and japanned sprinklers, list, 10%.
Stamped ware, plain, 50 and 10%.
Stamped ware, retinned, 50%.
Copper bottoms, plus 40%.
Tinners' trimmings, plain 50/10%.
Tinners' trimmings, retinned, 50%.
Tinners' trimmings, general, write for prices.
Factory milk cans, list, plus 15%.
Milk can trimmings, list, plus 33⅓%.
Cream cans, write for prices.
Railroad cans, write for prices.
Sheet iron ware, list, plus 10%.
Pieced ware, ordinary, list, plus 20%.
Pieced tinware, C. B., list, plus 30%.
Fry pans, Acme, 33⅓%.
Fry pans, Quick Meal, net list.
Spiders, steel, net list.
Fire shovels, japanned, list, plus 10%.
Fire shovels, japanned, list, plus 10%.
Steel sinks, galvanized, net list.
Steel sinks, painted, net list.
Light galv. pails and tubs, net list.
Heavy galv. pails and tubs, net list.
Hollow ware, add 40 per cent.
Garbage pails, net list.
Jap. coal hods, list plus, 33⅓%.
Galv. coal hods, list, plus 33⅓%.
Paper lined boards, 40%.
Wood lined boards, 25%.
Copper boilers, net.
Copper tea kettles, net.
Copper tea and coffee pots, net.
Stove and other pipe, net list.
Stove pipe elbows, black and galv., net list.
Stove pipe thimbles, 60%.

Wire — Annealed or Bright — Advances over base price on sizes lighter than No. 9. No. 9 and heavier, 6c; No. 11, 12c; No. 12, 20c; No. 13, 30c; No. 14, 40c; No. 15, 55c; No. 16, 70c.

Annealing, no extra. Oiled and annealed extra, 15c. Coppering and liquor finish extra, $1 to $1.50. Tinning extra, $2 to $3.

Bright base, $3.55. Annealed base, $3.55. Galvanized base, $3.90.

Barbed wire, $4.30. Coiled spring wire, 9 gauge, $3.95.

Stovepipe Wire—No. 18, $8.50; No. 19, $9.00.

Weights, Sash—Sectional, 1 lb. per 100 lbs., $2.75; sectional, ½ lb., per 100 lbs., $2.85; solid, 3 to 30 lbs., per 100 lbs., $2.50.

Oils—Royalite, 21c a gallon; Palacine, 24c; Gasoline, net, 32½c. Above prices net.

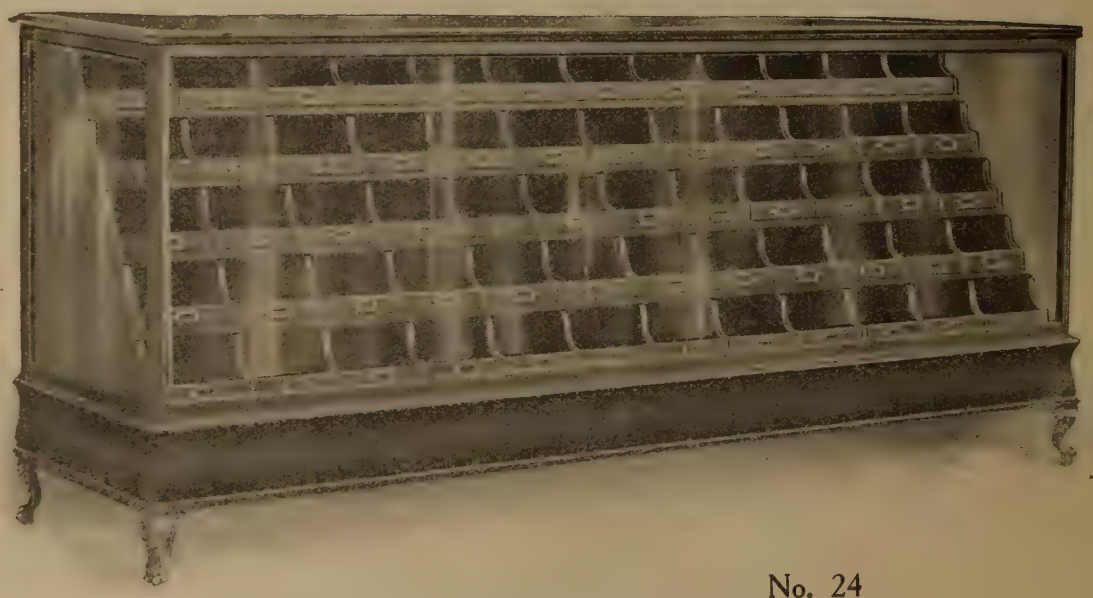
Black oil (summer), 19c a gallon; Black oil (winter), 20½c; Capital, cylinder, 69½c; mach. oil, reg. grades, 39c; Imperial gas engine oil, 59c; Paraffine, 20c. List less 15% on above.

Imperial kerozone, tractor, heavy, $1.10; extra heavy, $1.20. List less 10%.

Polarine, $1. per gallon; Polarine medium, $1.; Polarine heavy, $1; Polarine, ex-heavy, $1.25. List less 25%.

Fuel oil, per barrel, net, 10 cents a gallon; from tank wagons, net, 9c; tank cars, net, 8c. Prices shown are barrel basis, unless otherwise specified. Barrels charged extra.

For ACCESSORIES AND SMALL PARTS



No. 24

Height 42 in. Width 28 in. Length 6 ft. and 8 ft. 8 ft Case shown. All plate glass.
A High Grade Case. Quartered Oak. Regular golden finish.

Stock 6' No. 24-N sells at $200 and 8' at $260 F.O.B. Kitchener. All styles of showcases in stock. Counters and special wall case sections made to your order. Everything in fixtures. Send your plan and idea of requirements

THE WALKER BIN & FIXTURE CO. LIMITED

KITCHENER ONTARIO

PAINTS AND OILS

Alabastine—Colors and white — 2½ lb. packages, $10.10 for 100 lbs.; 5 lb. packages, $9.60 for 100 lbs. F.o.b. Paris or nearest jobbing house.

Beeswax—Small quantities, 45c per pound; larger quantiites, 40c.

Blue Stone—Per lb., bbls., 7c; less quantities, 10c.

Borax—Lump crystal or powdered borax, 10c pound.

Bronzing Liquid—Bronzing liquid, No. 1, $2.25 a gallon. Banana oil, $4.25. a gallon.

Brushes—Floor waxing—Acme, 15 pounds, $2.70 each; 20 pounds, $3.25; 25 pounds, $3.80.

Coating—Cement coating, P. & L., $5.40.

Coal Tar—In quart tins, per case of three dozen, $3.75 per dozen; less than cases, $3.95 per dozen.

Colors (Dry)—Per pound—

Raw and Burnt Umber, 100 lb. kegs, No. 1, 6-9½c; less quantities, 11-15c.

Raw and Burnt Sienna, 100 lb. kegs, 6-9½c; less quantities, 12-15c.

Imp. green, 100 lb. kegs, 15c.

Chrome green, C.P., 40-45c.

Chrome yellow, 25-35c.

Brunswick green, 100 lb. keg, 11-13c.

Indian red, 100 lb. keg, 15-20c; No. 1, 100 lb. keg, 8c.

Lamp black, in bulk, 24c; packages, 25-28c.

Venetian red, best bright, 6½-9c; No. 1, 3¾-5½c.

Drop black, pure dry, 12-15c.

Golden Ochre, 100 lb. kegs, 5c.

White ochre, 100 lb. keg, 6c; barrels, 5c.

Yellow ochre, barrels, 3-6c.

French ochre, bbls., 5-8c.

Spruce ochre, 100 lb. keg, 5-8c.

Can. red oxide, bbls., 3c.

Super magnetic red, 5c.

Vermillion, Mexican, 75c.

English vermillion, $1.85.

Colors in Oil—Pure, in 1 lb. tins:

Venetian red, 27c; Indian red, 30c; Chrome yellow, pure, 50c; Golden ochre, pure, 34c; French spruce ochre, pure, 29c; Greens, pure, 35c; Siennas, 36c; Umbers, 36c; Ultramarine blue, 70c; Prussian blue, 95c; Chinese blue, 95c; Drop black, 42c; Ivory black, 44c; Signwriters' black, pure, 48c; Imperial black, 25 lb. irons, 39c.

Colors—Mortar—Brown, per pound, 2¼c; red, 2¼c; black, 7c; buff, 3c.

Deco-Tint (Wall finish)—Colors, 2½-lb. packages, $9.50; white, 2½-lb. packages, $9; colors 5's, packages, $9; white, 5's, packages, $8.49; colors, 100's, packages, $8; white, 100's, packages, $7.50; colors, bbls., (250 lbs.), $7; white bbls. (250 lbs.), $6.50.

Dryers—I. V. housepainters' japan, gal cans, $3; I. V. liquid dryer, $2 75. Discount, 50 per cent. on both these. Housepainters', $1.15.

Enamels (White)—Per gallon: Dougall white enamel, $7.43; Vitralite, $7.77; Duralite, $6; Old Dutch, $6.27; B-H "White" Enamel, $6.50; Martins, white, $7; Satinette, $7.23; C. P. Co. Albagloss, $6.30; C. D. Master Painters, $6.75; Mooramel, $7; Lowe Bros., Linduro, $7; Sunshine, white, $6; Kyanize, $8; Solpar, $4.50; Paripan, $9; Jasperlac, $4.25; Invincible, $6; Hillcrest, $7; Adelite, A. & E., $7.65; Adelite, A. & E., $5.40; Floglaze, $4.50; Ripolin, $7.09.

Glue—English, sheet, per lb, 24 to 30c; White pigsfoot, 50c; Cake bone, 112 lb. bags, 24 to 30c; Hides, 112 lb. bags, 30 to 32c; Ground glues, 112 lb. bags—English, per lb., 22 to 24c; Canadian, 16 to 18c.

Glass— Case lo's.	Star or Double 16 oz.	or 24 oz.
Up to 25	$ 6.00	$ 9.80
26 to 40	7.45	12.20
41 to 50	8.10	13.30
51 to 60	8.45	13.80
61 to 70	8.80	14.40
71 to 80	9.30	15.15
81 to 84	10.85	17.65
85 to 90	11.40	18.50
91 to 95	....	20.65
96 to 100	....	22.35
.....	....	25.05
.....	....	27.80

Cut size sheet glass, 75 per cent. off November, 1920, list.

Glaziers' Points—Zinc coated, 7c ½ lb. package.

Lead, White—(Ground in oil)—Prices are per 100 lbs. in ton lots. Less than ton lots are 35c per 100 lbs. higher than quoted below. F.o.b. Brantford, 50c; London, 55c; Windsor, 60c per 100 lbs. F.o.b. Toronto William and Port Arthur. 75c per 100 lbs. Maritime differential 50c per 100 lbs. over Montreal.

	Montreal.	Toronto
Anchor, pure	$12.75	$13.20
Champion, pure	12.75	13.20
Crown Diamond, pure	12.75	13.20
and Hamilton, 45c per 100 lbs.	F.o.b.	Fort
Green Seal pure	12.75	13.20
I. V. Perfection	12.75	13.20
Ramsay's pure	12.75	13.20
Moore's pure	12.75	13.20
Tiger, pure	12.75	13.20
O.P.W., Dec., pure	12.75	13.20
Elephant Genuine	13.25	13.70
BB Genuine, less than tons	14.10	14.55

Lead (Red Dry)—Per 100 lbs.—Genuine, 560 lb. casks, $11.00; Genuine, 100 lb. casks, $12.00; less quantity, $13.00. F.o.b. Montreal and Toronto.

Linseed Oil—(Raw)—Per gal.—1 to 2 bbls., $1.07. Boiled—1 to 2 bbls., $1.10.

Litharge—Casks, per cwt., $9.25; smaller quantities, per lb., 10¾c.

Muresco—Per 100 lbs.	White.	Tints.
350 lb. bbls.	$7.15	$8.25
200 lbs., half bbls.	8.00	9.10
100 lbs., kegs	8.25	9.35
Cases, 20 5-lb. pkgs.	8.80	9.90

Paints, Prepared—Price per gallon, 1 gallon can basis—

C. P. Co. Elephant white, $3.85; Sanitone, white, $3.45; Sanitone, colors, $3.35; C. P. Co., pure white, $3.95; C. P. Co., pure colors, $3.60; C. P. floor paint, $3.55; Elephant floor paint, $3.30; Victoria floor paint, $2.90.

B-H English, colors, $3.60; English, white, $3.95; Fresconette, white, $3.45; Fresconette, colors, $3.35; floor, $3.55; porch floor, $3.60.

Crown Diamond, white, $3.70; colors, $3.35; floor, $3.30; porch, $3.30; flat wall tone, white, $3.45; colors, $3.35.

Moore's House Colors, white, $4.35; House Colors, colors, $4.10; Preesrvo Paint, white, $2.95; colors, $2.85; floor paint, $3.80; Sani-Flat, $3.80; Porch and Deck Paint, $4.10.

I. V. Elastica, white, $3.55; Elastica, colors, $3.30; Flatine, int. wall, white, $3.45; Flatine, int. wall, cilors, $3.35.

Lowe Bros., H. S. White, No. 328, $3.95; H. S., color, $3.60; H. S. floor, hard drying, $3.55; H. S. Porch, $3.60; Mellotone, flat wall, white, 3.50; color, $3.35.

Jamieson's Crown Anchor, $3.45.

O.P.W. Canada Brand, white, $3.95; colors, $3.60; floor, $3.55; Flat Wall, white, $3.45; color, $3.35.

Ramsay's Pure, white, $3.80; colors, $3.45; floor, $3.40; porch, $3.45.

Glidden's white, $3.95; colors, $3.60.

Martin-Senour, 100%, white, $3.95; colors, $3.60; porch, $3.60; Neutone, white, $3.45; Neutone, colors, $3.35; floor paint, $3.35.

Sherwin-Williams, white, $3.95; colors, $3.60; floor, $3.45; porch, $3.60; Flat Tone, white, $3.45; colors, $3.35.

Maple Leaf, white, $3.95; colors, $3.60; floor, $3.55.

Pearcy's Prepared, colors, $3.05; white, $3.40; floor, $3.

Adelite, white, $3.95; colors, $3.60; Industrial white, $3.50.

Barrett's Everjet Elastic Carbon Paint—Barrels, per gal., 80c; half barrels, 85c; 5s and 10s, 95c; 1s, per case, doz., $12.00.

Everjet Black Enamel—Crates, 2 doz., 8 oz., $1.45; crates 12 doz., 8 oz., $1.40; 1 gal. cans, gal., $1.50; 5-10 gal. cans, gal., $1.35; barrels-half bbls., gal., $1.25.

Carbosota Liquid Creosote Oil—Barrels, 60c; half barrels. 65c; 5s and 10s, gal., 95c; 1s (case 12 gals.), Montreal, $8.50; Toronto, $9.50.

H., T. & A. Co.'s Creosote Oil—Barrels, 45c; half-barrels. 50c; 5s and 10s, 60c. F.o.b. Montreal and Toronto.

Paris Green—100 lb. lots—½ lb. paper cartons, per lb., 38c; 1 lb. paper cartons, 36c; ½ lb. tins, 40c; 1 lb. tins, 38c; 25 lb. tins, 34c; 50 and 100 lb. drums, 32c; 250 lb. kegs, 29½c; 600 lb. barrels, 29c. Terms: 1 per cent. 15, or 30 days net. F.o.b. Montreal, Toronto, Hamilton, London, Ottawa, Quebec, Moncton, St. John's and Halifax. Yarmouth and P. E. I. points ¼c per lb. extra.

Polish (O-Cedar)—4 oz. bottles, doz., $2.10; 12 oz. bottles, $4.20; 1 qt. can, $10.50; ½ gal. cans, $16.80; 1 gal. cans, $25.20.

Polish-ol—4 oz., $1.80 doz.; 12 oz., $3.60 doz.

Putty (Standard)—Less than tons—Bulk, bbls. (800 lbs.) per cwt., $5.20; 100 lb. drums, $6.20; 25 lb. drums, $6.45; 12½ lb. irons, $6.70; Bladders in bbls. (400 lbs.), $7.20; in cases, (100 lbs.), $7.70. Tons, 25c lower. Pure linseed putty, $1.50 cwt. advance on above prices. Hamilton prices same as Toronto.

Plaster Paris—Single barrels, $4.

Rosin—Barrel lots, per 100 lbs.—G., medium grade, $5 to $7.50; water white, $7 to $9.50.

Remover (Paint and Varnish)—High Standard, $3; Taxite, 1 gal. cans, $3; B-H Vanisher, $3; Chalco, $3; Klensa, $3; Cumoff, $3; Dougall Lingerwett, $3.25; Takeoff, $3; O.P.W. Presto, $2.60; Solvo, $3.60; Varn-off, $3; Adelite, $3.

Shellac—Per gal. in bbls—White, $4.65; orange, $4.15. Gal. jugs, white, $5; orange, $4.50. F.o.b. Toronto, London, Montreal.

Sulphur—In 100 lb. bags, per pound, 4½c.

Shingle Stains—

	Ordinary Colors.	Greens
Sherwin-Williams	$1.40	$1.60
B-H Anchor	1.40	1.60
M. L. Creosote	1.40	1.60
Soligum	1.25	1.60
Martin Senours	1.40	1.60
Elastica	1.40	1.60
Hillcrest	1.40	1.60
"C.D." Shingle Stain	1.20	1.40
Canada Paint	1.75	2.00
O.P.W. Creolin	1.30	1.50

Tar—Coal tar, refined, $10.50; crude, $9.25.

Turpentine—Single bbls., gal., $1.25; 2-4 bbls., gal., $1.24; 5 gal. lots, per gal., $1.40.

Varnishes—Per gal. cans—B-H Floors, $4.08; Maritime Spar, $5.13; Hard oil, $2.76; Gold Medal, $3.42; Elastilite, $3.85; Granitine Floor Finish, $3.85; Hydrox Spar, $3.95.

C. P. C. Sun Varnish, $4.30; Sun Aero Spar, $4.50; Sun Waterproof Floor, $4.40.

Glidden Wearette, $3.90; floorette, $3.90.

I. V. Elastica, No. 1, $4.89; No. 2, $4.48; Floor, $4.

Jasperite Interior and Exterior, $3.75; Indestructo, floor, $3.75; Pale Hard Oil, $3.75.

P. & L., No. 61, $5.04.

Jamieson's Copaline, $4.

M-S Marble-Ite Floor, $4.22; Wood-Var, $4.06; Durable Spar, $5.13; Finest Interior, $4.87.

Moorlastic Floor, $4.25; T. 45 Floor, $3.50; Moorvar Interior. $3.25; Moore's Spar, $5.

S. W. Mar-not, $393; Rexspar, $5.04; Scar-not. $4.66.

Lowe Bros., durable floor, $4.50.

Solpar, Spar Marine, $6; House Spar,, $4.50; Floor, $4.50; Interior, $3.50.

Kyanize Spar, $5.15; Cabinet Rubbing, $4.85; Interior and Floor, $4.85.

Luxeberry light, $4.72; Granite, $4.90; Spar, $5.62.

Ramsay's Universal, $3.75; Agate Floor, $3.95; 400 Hard Oil, $3.25.

"C. D. Big 4" Exterior, $5; Interior, $4.50; General purpose, $4.18; Furniture, $2.25.

Dougall Univernish, clear, $4.40; Transparent, spar, $4.90; Transparent, floor, $4.40.

Adelite, No. 103, Floor, $3.90; No. 105, Flat, $3.90; No. 100, Spar, $5.70. F.o.b. Montreal and Toronto.

Water Paints—Per 100 lbs. in 5 lb. packages—Frescota, white, $8.50; Decotint, white, $7.50; Coralite, white, $9; Perfecto, white, $8.50; Rockface, bbls., 250 lb., 5c; Opalite, 300 lb. bbls., 17½c; Opalite, 100 lb. pkg., 18½c; 1 gal. packages, per pkg., $1; ½ gal. package, per pkg., 52½c; Ramsay's "Ideal," 310 lb. bbls., 40½c; Sturgeon's Solpar, 40c.

Waste—Cream, polishing, 19c.

White—xxx, 18c; xx, 16c; x, 15c; xc, 14c; xxx ex, 16½c; xx grad., 15½c; XLCR, 14½c; X empire, 13c; X press, 11½c.

Colored—No. 1, 13½c; No. 1A, 11½c; No. 17, 12½c; No. 1B, 10½c; Fancy, 14c; Lion, 12½c; Standard, 11c; Popular, 10c; Keen, 9c. Discount for quantity.

Wax—B-H Wax, 45c; Berry Bros., 70c; Imperial Floor Wax, 35c; Anchor, 38c; O.P.W. Lion Brand, 38c; Old English, 67c; Johnson's, 67c; Jamieson's liquid wax, gal., $3.50; Ramsay's, 45c; Martin-Senours, 38c; I. V. Wax, 38c; Sherwin-Williams, 48c; Solpar, $8.80 to $9.90; Crown Diamond, 40c; Hillcrest, 45c; Plymouth Rock, 45c; Champion white, 50c; Ad-el-ite paste, 45c.

Whiting—Plain, in bbls., $2.50; Gilders, bolted in bbls, $2.75.

Wood Alcohol—Per gal.—In five gallons, $1.75; Methylated Spirits, $1.90 to $2.55.

Wood Filler (Paste)—Kleartone—All colors except mahogany—1 lb. cans, 28c a pound; 2 lb., 26c; 5 and 10 lb., 24c; 25 lb., 22c. Mahogany 5 cents a pound higher. Discount 35 and 5 per cent.

Wood Filler (Liquid)—Crown Diamond, per gal. in qt. tins, $1.70.

Wheelbarrows—Navvy, steel wheel, $105 a dozen; garden steel, $78.75; light garden, $84. F.o.b. Montreal, Toronto, London.

Wrenches, Crescent, 4 and 6 in., $8; 8 in., $10; 10 in., $12.50.

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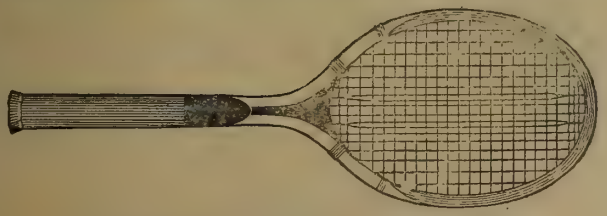
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Old Reliable

NEW PERFECTION

Sprayers

Fully Cuaranteed
Sell Best Everywhere
Ask your jobber

For spraying trees, shrubs, vines, field crops, green houses and poultry houses; for applying Paris green, arsenate of lead, bordeaux, lime and sulphur emulsions, disinfecants, catile-fly oil, whitewash, cold water paints, etc.

Supplied with regular equipment or special equipment and extras

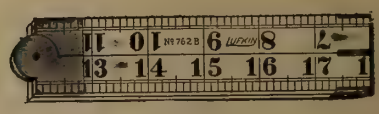
The New Perfection Sprayer Co.

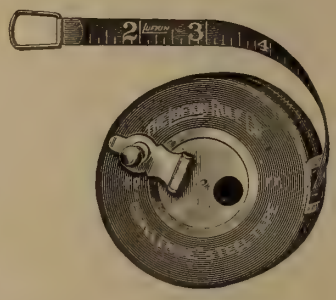
Galt, Ontario

LUFKIN RULES









RELIABLE

CAREFULLY MADE BY
IMPROVED METHODS
FROM THE BEST OF
MATERIALS

POPULAR

COMPLETE LINES
EMBRACING
NOTEWORTHY
IMPROVEMENTS

Ask your Jobber's Salesman. Send for Catalogue.

THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.


M S
COVER THE EARTH
Your Farmer Customers Can Always Rely Upon—
"COMMONWEALTH BARN PAINT
IT'S a Sherwin-Williams Product—one of the "Cover the Earth" quality group—made to furnish paint insurance on Barns, Silos, Outhouses, Wood Roofs, Fencing and other farm property requiring protection against wind and weather.
Commonwealth Barn Paint is a rich heavy-bodied Red or Gray of unusual covering power, even on rough lumber. Good looking and extremely durable, it is just the kind of paint a farmer will appreciate—the kind that reflects favorably upon the dealer selling it.
Farmers everywhere know Commonwealth Barn Paint and the other "Cover the Earth" Paints and Varnishes. That's why these S.W. Products are so easily sold and why S.W. dealers everywhere are securing the greater share of the paint demand.
Why not investigate this agency proposition? A post card addressed to any of our branches will bring you full particulars by return mail
COMMONWEALTH
BARN RED
THE SHERWIN-WILLIAMS CO.
Save the surface and you save all" Paint & Varnish
THE SHERWIN-WILLIAMS CO.
of Canada, Limited
PAINT, VARNISH & COLOR MAKERS
LINSEED OIL CRUSHERS
FACTORIES: MONTREAL, TORONTO, WINNIPEG, LONDON, ENG.
OFFICES & WAREHOUSES: MONTREAL, TORONTO, WINNIPEG, CALGARY, VANCOUVER, HALIFAX, N. S., LONDON ENG.

Special Factory Spring Assortment

No. 208

Here's the Kind of Special Factory Deals that Enable Even the Smallest Hardware and General Stores to More Than Compete With the Big Mail Order Houses and Departmental Stores and Still Make a Good Profit Besides.



PANNELED TEA-KETTLE
4 qt. size. Retail value, $5.00
Packed 2 in a case



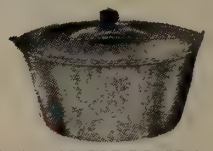
STEW or PRESERVE KETTLE
4 qt. size. Retail value, $2.25
Packed 2 in a case



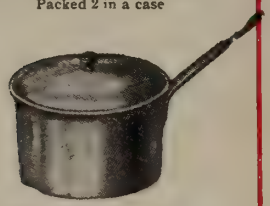
FRENCH DRIP PERCOLATOR
Full six cup size. Retail value $4.25
Packed 2 in a case



HANDY COVERED POT
4 qt. size. Retail value, $2.25
Packed 2 in a case



COVERED POT ROAST or WINDSOR KETTLE
4 qt. size. Retail value $2.50
Packed 2 in a case

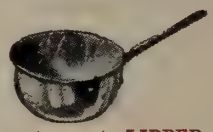


STRAIGHT COVERED SAUCEPAN
2½ qt. size. Retail value $2.00
Packed 2 in a case

GIVE AWAY — ABSOLUTELY FREE

either of these two pieces to every person that buys any one of the other items.

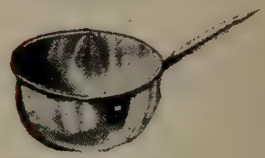
The Special Prices that we suggest on the other items alone represent a big saving, but to positively assure that your sale does prove a great success, and so that you can make a quick turnover.



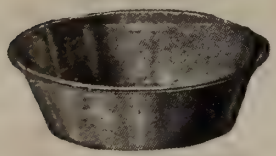
1 quart LIPPED SAUCEPAN.
Regular Retail Value 75 cents.



FULL 1 quart PUDDING PAN or BAKE DISH Retail Value 75c. We recommend that you give FREE the choice of either of these pieces.



DOUBLE LIP SAUCE or STEW PAN
2½ qt. size. Retail value $1.25
Packed 4 in a case



BAKE DISH or MIXING BOWL
4 qt. size. Retail value, $1.40
Packed 4 in a case

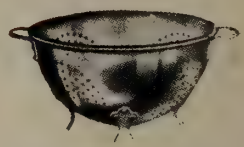
GENUINE "IDEAL" PURE ALUMINUM
Guaranteed for 25 years.



PUDDING PAN
2 qt. size. Retail value $1.10
Packed 4 in a case



DOUBLE LIP FRY PAN or SKITTLE
9½ inch size. Retail value, $1.75
Packed 4 in a case



2 qt. size. Retail value $1.25
Packed 4 in a case



TEA POT
4 cup size. Retail value $3.50
Packed 2 in a case



DOUBLE BOILER or CEREAL COOKER
Bottom Pan 2 qt. Top Pan 1½ qt.
Cover fits both. Retail value, $2.50
Packed 4 in a case



DOUBLE ROUND ROASTER
The two pans can be used separately
Retail value $3.50, Packed 2 in a case

Total—80 staple pieces to the case, retail value $117.50

Dealer only pays for 40 big pieces, special price $62.56

and gets { 20 1-qt. stew or sauce pans and / 20 1-qt. bake dishes or pudding pans } Retail value $30.00 FREE

Dealer Can Sell Forty Items And Give A Bake Dish Or Pudding Pan FREE With Each Sale And Still Make 46% PROFIT

"IDEAL" ALUMINUM PRODUCTS

MANUFACTURERS LIMITED

TORONTO CANADA

Vol. 14, No. 5 MAY, 1922 $1.00 Yearly

HARDWARE AND ACCESSORIES

PAINTS·ELECTRIC·HOUSEWARE·HEATING·LIGHTING·

Published Monthly by WESTON WRIGLEY, 123 Bay Street, TORONTO



$50
Complete
With
Window
Display

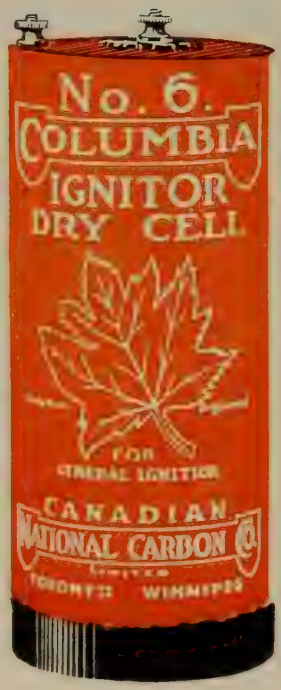
This June Assortment of "Oakville" Aluminium Ware complete with window display cards can be supplied by your jobber for Fifty dollars—Prepare for June Business.

ALUMINIUM WARE MFG. CO., LIMITED OAKVILLE, ONT.

Selling Representatives: Richardson and Bureau, Montreal







The World's Most Famous Dry Batteries

Columbias are in use everywhere—ringing doorbells and buzzers, providing ignition for gas engines and tractors, for ignition on Fords when starting, operating burglar alarms, summoning the porter on Pullman cars, for dry battery lighting in closet, cellar, barn and outbuildings.

Columbia Dry Batteries are better for every purpose. More power and longer life are built into Columbias to give the most service to the user. Dealers who handle the better class of merchandise always sell Columbias because they are not only the best dry batteries made, but, persistent advertising for many years has created a popular demand which makes Columbias easy to sell and brings repeat sales.

Canadian National Carbon Co., Limited

Montreal Toronto Winnipeg Vancouver

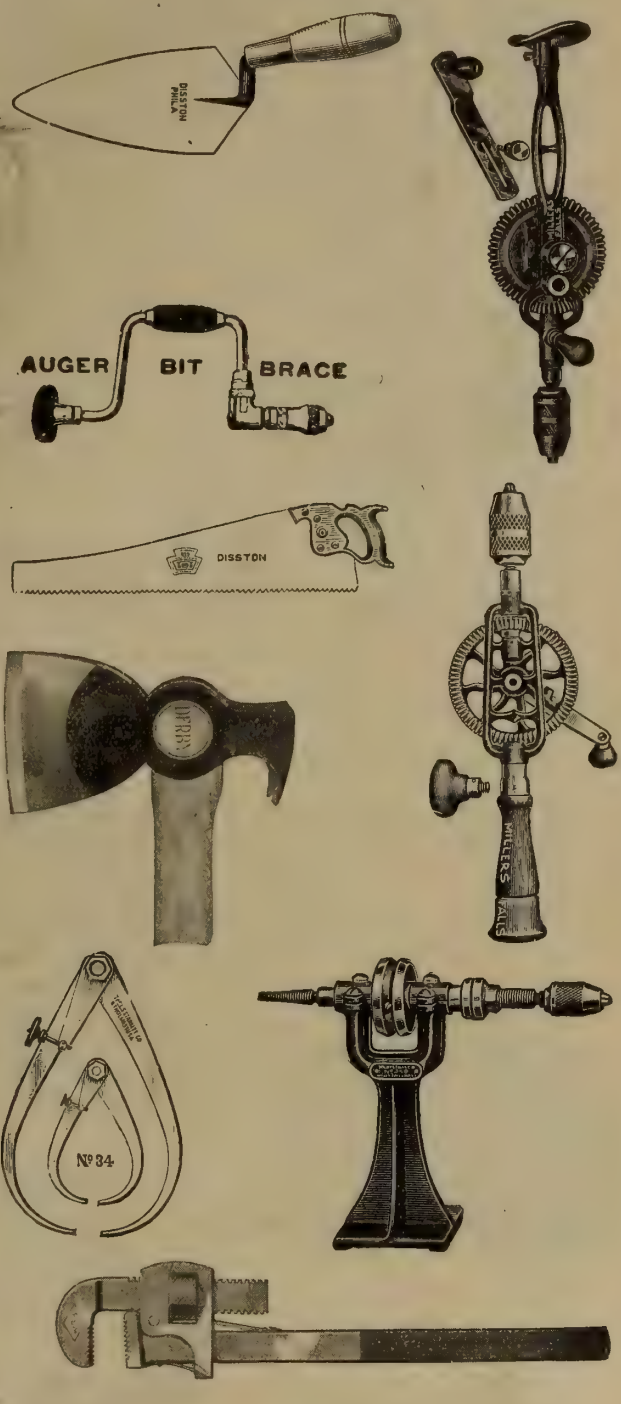
Columbia Dry Batteries

—they last longer

We Have the Goods that Sell

Get Our Prices!!

It is a great time to be well stocked with established goods that are satisfactory and sell readily. In view of the pronounced boom in building, the merchant who stocks—displays—and sells the dependable and salable lines procurable through the wholesale house of W. Walker & Son, Ltd., is earning an advantage that means greater business and increased profits — 1922 promises to be a big year in Builders' Hardware and Mechanics' Tools. We have the fullest assortment — suppose you write us for prices and information about your needs.

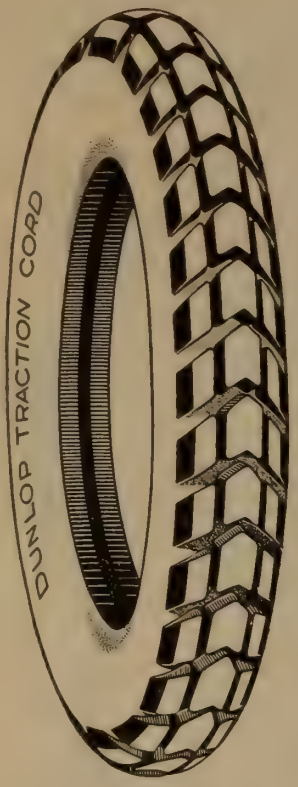


W. WALKER & SON LIMITED

WHOLESALE HARDWARE AND IRON MERCHANTS

10-16 ALCORN AVE., TORONTO

Going Strong!! Walker's Aero Paint Products and Owl Roofing



Dunlop 1922

Facilities — Unsurpassed

Tire Quality — Never Better

Prices — Lowest of the Low

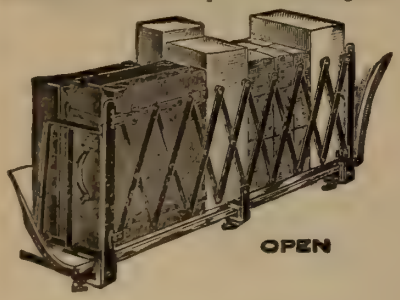
Mileage — Record-Breaking

Dunlop Tires

NEW ADAMSON PRODUCTS

Here are a few articles from the well known line of Standley Automobile Utilities. These goods are very profitable for you to sell—particularly at this season.

Patented in Canada Sept. 21. Infringers will be prosecuted.



STANDLEY



FOLDED

TYPE A—Carrier, $5.00.
TYPE B—Carrier, $4.00.
Adjustable Luggage Carrier, for suitcases, parcels, etc...Being adjustable to amount of baggage, there is no bouncing...Fits any car and can be put on without tools.

CAMP GRID No. 670.

One of the most useful pieces of outing equipment. Set up in a moment ready to cook anything and everything...Adjustable to any convenient length. Folds to 1x6x10 in. in size.

Constructed of steel,
Weighs only 3½ lbs. Price $2.00.



Write for catalogue showing our complete line of Adamson Products.

ADAMSON MANUFACTURING CO.
HAMILTON ONTARIO



OUTING CHAIR No. 340.
Very comfortable and strong, holding 500 pounds without strain Folds to 18 x 11 x 1 in. in size. Constructed of and heavy Khaki. Weighs only 8 lbs. flat steel, finished in black baked Japan
Price $2.60.

AMES HOLDEN

AHM System

Compare this evidence with YOUR experience

Read this extract from a letter written by Mr. J. A. Knoepfli who motored from Calgary, Alta. to Kitchener, Ont. and back, last summer.

On the way East, Mr Knoepfli had considerable tire trouble, but at Kitchener he put a pair of Ames Holden AUTO SHOES on the rear wheels of his Studebaker Big 6 and here is what he writes from Calgary:-

> **My Ames Holden Tires are still going strong at a mileage of 13,043 and have never been off nor had a flat tire. Going back home there were several stretches of crushed rock roads which would ruin the average tire—I can truly say that they are the best tires I have ever had—especially considering tbe weight of my car and the equipment I carry.**

Since Ames Holden AUTO SHOES are the same price as other tires, this is convincing proof that they cost less per mile.



Ames Holden "Grey Sox" and "Red Sox" Tubes also cost less per mile.

Ames Holden McCready
Limited

Factory: Kitchener, Ont. **Head Office: Montreal**

Halifax St. John Quebec Montreal Ottawa Toronto
Hamiltom Kitchener London Winnipeg Regina
Saskatoon Edmonton Calgary Vancouver

AUTO-SHOES
"COMPARE THE WEAR"

Increase Your Profits and Keep Down Your Overhead

You don't have to take on more stock, if you act as agent for our many lines. We want the best hardewaremen in every district to be Dennis agents.

DENNISTEEL
Made in Canada

CABINETS - SAFES - LOCKERS

are needed in every office and plant. We specialize in their manufacture, and are ready at all times to promptly fill the orders of our agents.

We also make
Iron Stairways, Fire Escapes, Wire Window Guards, Bank, Theatre & Church Railings, Grill Work.

Write for attractive agency proposition and illustrated folders.

THE DENNIS WIRE AND IRON WORKS CO. LIMITED
LONDON CANADA

HALIFAX
ST. JOHN. N.B
MONTREAL
OTTAWA
TORONTO
HAMILTON



WINDSOR
WINNIPEG
CALGARY
EDMONTON
VANCOUVER

PISTONS AND PISTON RINGS

FOR POPULAR CARS

Ford Chevrolet Dodge Studebaker
McLaughlin Maxwell Overland and others



Regular and Oversizes carried in stock.

Pistons made from high grade semi-steel. Machined to Manufacturers' limits.
Material and Workmanship guaranteed in every detail.

Special Oil Proof Piston Rings and Standard Step-Cut Rings of all sizes.

ORDER FROM YOUR JOBBER OR DIRECT

The White Machine Works Limited

Windsor - Ontario

ESTABLISHED IN TORONTO IN 1866

Our Business is—

TRANSPORTATION

Now is the season of the year when service counts. We carry large stocks of goods in Toronto and Winnipeg. Send us your orders for supplies for

MOTORS and HORSES



We can fill your orders promptly for all kinds of Motor Accessories and can guarantee closest market prices.



Our new 140 page Auto Accessory Catalogue will be mailed free for the asking.



WE SOLICIT A TRIAL ORDER TO TEST OUR SERVICE

We Manufacture—

Tan Belts
Tire Straps
Wooltex Sweat Pads
Horse Collars
Hame Straps
Halters
Horse Sheets
Feed Bags
Fancy Spreaders
Team Harness and Harness Parts



IMPERIAL BRAND HARNESS

We Distribute—

Tower Company Oiled Goods
Chamois Skins
Sponges
Curry Combs
Horse Brushes
Dog Collars
Knee Rugs
Mitts and Gloves
Shoe Findings
Whips
Polishes

EVERYTHING FOR THE HORSEMAN

WRITE FOR OUR HARNESS PRICE LIST — JUST ISSUED

SAMUEL TREES & COMPANY, LIMITED

Warehouse—
42 Wellington Street East, TORONTO
Factory—
45 Colborne Street, TORONTO
and WHITBY, ONT.

Western Warehouse—
TREES, SPRIGGS CO., Limited
312 Ross Avenue,
WINNIPEG, MANITOBA



No. 11 or 12
111 or 112

Strike While the Iron is Hot!

In almost every town where ice can be obtained there are REAL opportunities for the LIVE merchant to sell more Refrigerators

This year particularly opportunities will be more numerous, due to the unfortunate experiences of many who existed last Summer without a Refrigerator.

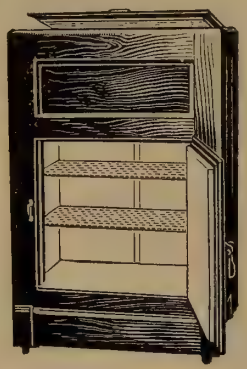
—and this year the price is lower,



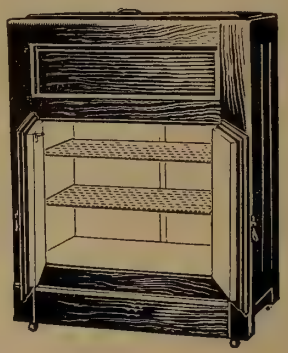
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114



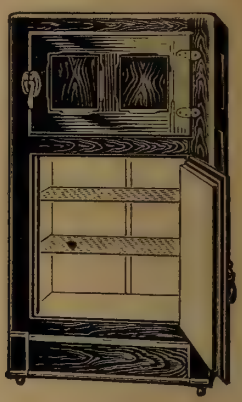
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No. 155

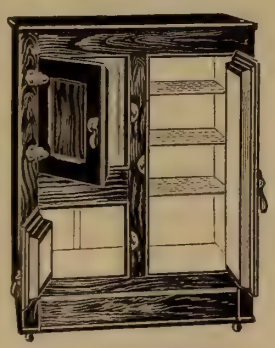


No. 157



No. 31 or 33

THE PARIS LINE



No. 19 or 29

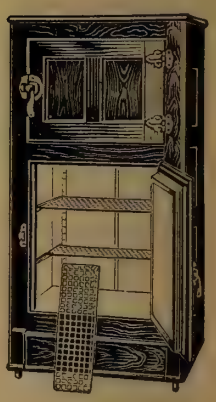
Success depends to a large extent on your selection of the right line to push.

The Paris line merits your careful consideration. Quality, Service and Price are all that could be desired. We will gladly submit a proposition to you and send copy of our 1922 catalogue.

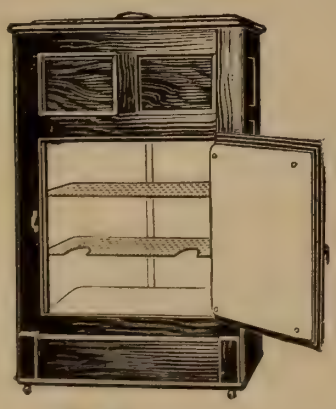
Furthermore—

We advise a prompt decision in this matter. Get your samples in early, and let people know you are in the business. Advertising matter and electros supplied free.

You will find it worth while to get in touch with us



No. 47 or 77



No. 161

The Sanderson Harold Co.

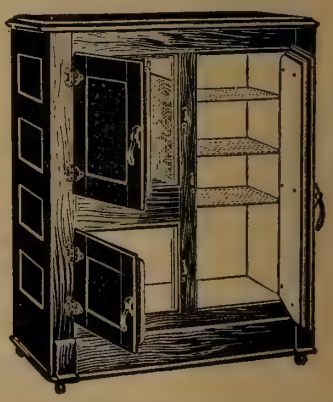
LIMITED

PARIS - ONTARIO

Refrigerators.

Screen Doors **Window Screens**

Combination Doors **Ventilators**



Nos. 171, 172, 173



CRANE

STANDARD

BRASS GATE VALVES

No. 440



DOUBLE DISC. PARALLEL SEATS

The Steam working pressure for which they are intended is Cast on the Valve.

Steam Working Pressures up to 125 Pounds.

Cold Water working Pressures, 175 Pounds.

These Valves may be packed when open and under pressure.

Manufacturers of Valves, Fitting and Piping Equipment for all pressures and purposes—and distributors of Pipe, Plumbing and Heating Supplies.

Branches and Warehouses:
HALIFAX, OTTAWA, TORONTO, HAMILTON, LONDON, WINNIPEG, REGINA, CALGARY, VANCOUVER.

Sales Offices:
ST. JOHN, QUEBEC, SHERBROOKE, EDMONTON, VICTORIA, SYDNEY, AUSTRALIA.

CRANE
LIMITED
HEAD OFFICE & WORKS
1280 ST. PATRICK STREET
MONTREAL

CRANE-BENNETT
LIMITED
Head Office and Warehouse:
LONDON, ENGLAND.

Sales Offices:
BIRMINGHAM, CARDIFF, GLASGOW, LEEDS, MANCHESTER.

1

Now is the Time to Sell Lawn Mowers

The grass is responding to Nature's call and soon will be heard the whirr of busy mowers. In keeping with the season we are running a series of advertisements in the leading papers, thus creating inquiries for you, and a demand for

TAYLOR-FORBES LAWN MOWERS

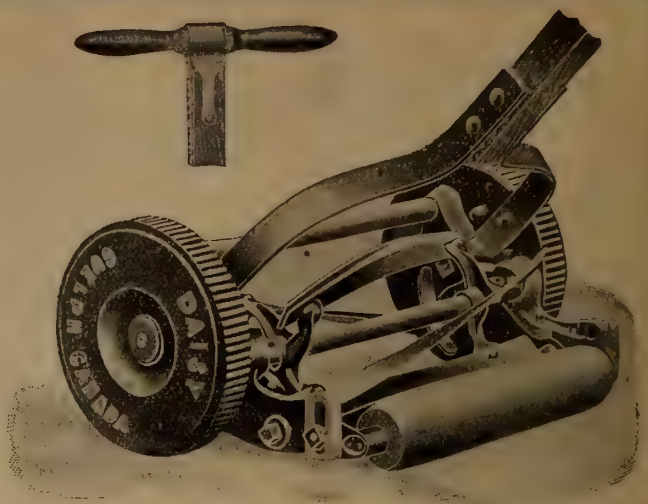
"the world's best"

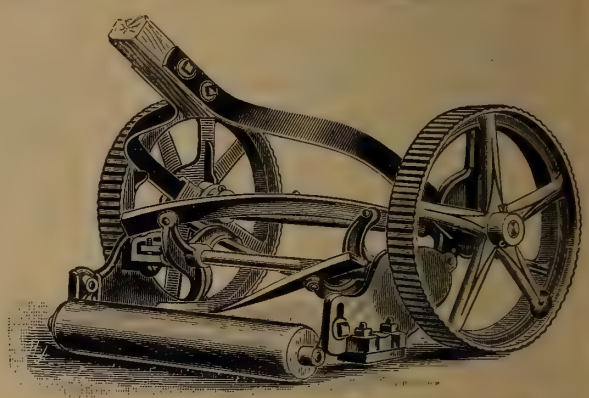


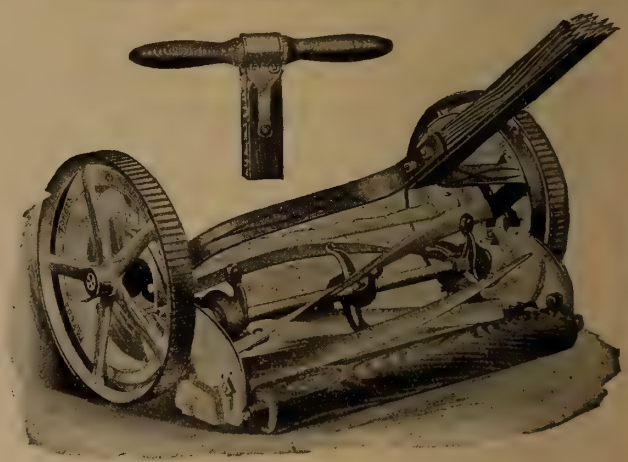
SEND A POST CARD FOR THIS ATTRACTIVE DISPLAY CARD

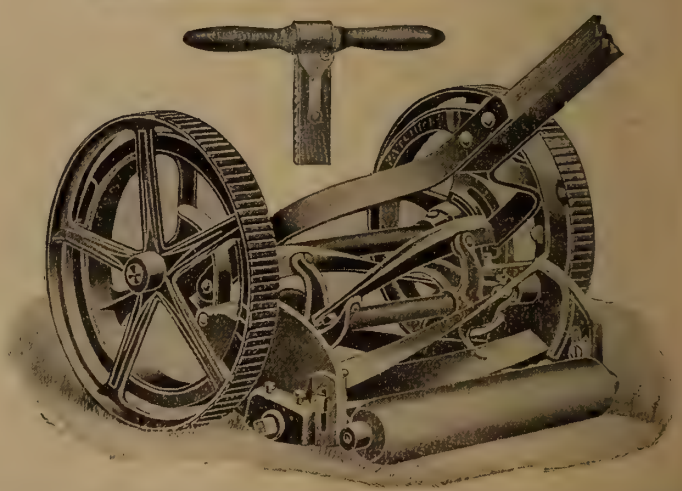
We will gladly furnish catalogue of Hand Machines — Horse Mowers — and Power Machines, also beautiful display color card for window or counter display. Suppose you write now.

Your Jobbers Can Supply You, If Not Write Us Direct









TAYLOR-FORBES COMPANY - LIMITED

Head Office and Works:

GUELPH ONTARIO

Toronto	Montreal	Vancouver
Quebec	St. John	Halifax
Winnipeg	Regina	Calgary

Member Canadian Business Publishers Association

Including CANADIAN HARDWARE STOVE AND PAINT JOURNAL
Established 1909

HARDWARE AND ACCESSORIES

PAINTS·ELECTRIC·HOUSEWARE·HEATING·LIGHTING·

Including CANADIAN TIRE AND ACCESSORY JOURNAL
Established 1906

Published Monthly by Weston Wrigley, 123 Bay St. Toronto.

Subscription Rates $1.00 per year in Canada, $2.00 to Great Britain Her Dominions, and the United States.

VOLUME 14 TORONTO MAY 1922 NUMBER 5

WATCH YOUR STEP THIS YEAR

WHETHER your business is located in a city or a town of a thousand population, you are vitally concerned in the immediate plans of the great mail order concerns to come into your city and community during this year and secure the CREAM of the CASH business!

According to A. J. Boreman, mail order houses will spend at least $8.00 per family for advertising and promotion work this year.

Experts are agreed that 1922 is to be a BIG MAIL ORDER year. The advertising columns of the farm papers and other consumer mediums have already begun to carry the first of the great advertising campaigns that are about to be waged.

You will face the keenest competition you have ever been up against! Not only the mail order concerns, but the nearby larger cities and towns are going after your trade as they have never done before. What can you do? That is not the question! The question confronting you is, "What *must* I do?"

First, you must plan the most aggressive advertising you have ever done—either that or take a licking.

Second, you must clean house inside the store—you MUST immediately replace every weak salesperson with one of ambition, willingness to work and willingness to LEARN HOW TO SELL.

You must make your store more attractive to the customer than it ever has been before.

If your store front is not crowd-attracting, and one of the best in the city, make it so—remodel or install a new modern front.

If the inside of your store is not prepossessing, you must rearrange it, throw out any old or worn fixtures and make it look new, inviting and convenient, enabling you to make better and more pleasing displays than you have ever made before.

You must be prepared to render REAL service to your trade.

Watch the mail order listing of any goods you carry. See what prices are quoted. Check instantly any tendency on the part of your manufacturers to give mail order houses an unfair advantage over you in the prices they can quote to your trade.

Watch the columns of the magazines and the farm papers. See that your manufacturers are as strongly represented in the advertising columns of those papers—to advertise the brands YOU sell—as the mail order houses are!

The mail order houses have been particularly hard hit financially. They are not in the cash position they have been in some recent times, and if you will START NOW with your aggressive advertising, your remodeled, revamped and rejuvenated stores and personnel, YOU will get the cream.

If you do NOT get busy you will have left only the skimmed milk, the least desirable of the credit business in your community.

SELLING BY SUGGESTION

DO TEN-CENT stores rely on some degree of skill in salesmanship or do they rely entirely on articles of merchandise, lying on the counters, to sell themselves?

You may have received the impression, on entering a ten-cent store, that clerks stand behind the counters merely to "wait on" you—to wrap the articles you select, and to make change.

"In former years that was generally the case," says R. R. Williams, vice-president and merchandise manager of the S. S. Kresge Company. "During late years, however, we have directed special attention to the instruction of our clerks in salesmanship—particularly in the art of suggesting goods to customers.

"Of course, we arrange each of our stores in such a way that merchandise will suggest itself, and sell itself, most readily. Nearly every article lies out in the open, where you may look at it and touch it. You may pick up a pencil, examine it. If you consider the pencil worth the price, you may buy it.

The few show cases in the store stand at the entrance, not only to sell goods, but also to make the entrance more attractive—to invite you inside. Once inside, you will discover that goods possessing strong pulling power, such as cooking utensils and dishes are in the rear of the store. As you pass down the aisles to reach them, other articles will suggest themselves to you.

"To the suggestion embodied in the goods themselves we are adding the suggestion that comes from the sales-person. We are systematically teaching our salesgirls how to make these suggestions.

"For example, a man enters the store and buys a pair of hinges.

"Now won't you need some screws to go with these?" the salesgirl may ask. Yes, he will need screws, and he buys them.

"Perhaps you'll want a padlock," may be the next suggestion. Hadn't thought of a padlock, but he buys one.

"Finally, the man who entered the store to buy a pair of hinges leaves with not only the hinges but with other articles, the need of which never had occurred to him."

Where to Take Hold

Written for Hardware and Accessories by Dr. Frank Crane.

THE place to take hold is Here. Right Here. And the time to begin is Now. Right Now.

If you don't know how to go at it right, go at it wrong, but go at it.

All the worth-while things of this life are difficult. Nothing's easy but slumping.

Most of the problems that affect your happiness are complicated.

And the way to perform a difficult and complicated task is to go to it somehow.

For you learn by trying.

Life is an Art, not a Science. It is mastered by experiment, and patience, and infinite beginnings again. Nobody in the world can learn just what to do before he does it; I mean in the way of living and getting along.

If you have to see a man, and dread the interview, because he is an impossible fellow and will make things as hard for you as he can, go right away and get it over with.

If your desk is cluttered with a dozen half-finished matters, clean it up now. —Decide. Act.

If you owe money, pay it. If you cannot pay it, make the best arrangements you can with your creditor now. Don't evade and equivocate. Don't dawdle.

If you have a lesson to learn at school, and it looks formidable, and you don't see how you can possibly master it by tomorrow's class, go at it, learn a little of it now, get what you can of it, only don't wait for some miracle to happen.

If you have a bad habit that is throttling you, take hold now. You must conquer it sometime, and every day you delay your fight your enemy grows stronger.

If you want to save money and get a little ahead, put a portion of what you have now in the savings-bank. Nothing is finished that was never begun.

If you really want to be charitable and help your fellow man, give of what you now possess.

If you are not helpful with a dollar only in your pocket, you would not be if you had a million.

Do it now.

What you are going to do some day may be a sickly dream. Its what you do today that means something.

The only theory that is of any value is the one that gets into your fingers right now.

The only creed that will save your soul is the one that flushes your heart and thought and speech and deed now.

The place to take hold is Here.

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ARE YOU CONSIDERING RADIO SUPPLIES

Hardware and Electrical Dealers should know the Fundamental Principles of wireless—Suggestions on what to stock.

By Leslie A. Drew

THE sudden radio craze with its terrific demand for equipment has placed the retailer of electrical lines in a position he never before has occupied. Every item you sell be it washer, iron, sweeper or heating appliance, which still today form the foundation ot your business, has undergone a slow and certain development. Its introduction in most cases has been an uphill battle to create a demand, and duringthe years consumed for this, the dealer has had the opportunity to study carefully and methodically the new product, its development and its future. He, therefore, was easily able to decide what brands or makes to stock, and what quantities were necessary to cover potential demands.

But now comes RADIO! People by the millions are clamoring for equipment—factories are working day and night—apparatus that only a year ago was regarded as the highest radio development is today practicaally obsolete. And to top it all, the dealers' shelves are empty and jobbers and manufacturers find their desks stacked almost ceiling-high with orders and checks from *consumers*. The dealer has a great deal to learn from these conditions and also a great deal to learn to correct them. To understand why they exist is undoubtedly the first step toward their correction, says *Electical Retailing*.

Previous to the war, radio was 70% theory and 30% practice. Experiment and research work was costly and development was very slow. The radio telephone was more fancy than reality. But under the war's pressure the case was changed entirely. The wireless telephone was a necessity and decades of development were crowded into a few months. This work, however, was done entirely in secrecy, and although the public was informed from time to time of the enormous strides being made, not a single detail was given as to how it was accomplished.

Therefore with the cessation of hostilities, the radio phone was given to world fully developed. The pubiic found in its hands a new article that worked perfectly and had unlimited posibilities. Broadcasting of news entertainment anad business reports had to come—and in came quickly. The terrific demand that followed it is still rising—the entire country is clamoring to "listen in." But because of the highly technical theory underlying radio, and because of the secret development of its apparatus, the average man knows absolutely nothing about what he needs to have so that he may "listen in."

A Sudden Demand for Supplies

Had the development been slower; or during its experimetal stage, if it had been open to general study, conditions would have been entirely different. As development progressed interest would have increased proportionally, the demand for the apparatus would have had a more consistent and less impulsive growth, and the dealer would have stocked to meet this demand, and production woud have followed. As it is the public cries, "Let us hear the news and concerts by radio—we do not know what instruments are needed and what they cost—but we want them right away." And the dealer is no better off than the consumer. He does not know what apparatus is needed, nor what quantities to stock. He is more confused than assisted by the average radio catalog and in the meantime the consumer, receiving no aid from the dealer, writes direct to the manufacturer usurping the precious time he needs for production. As soon, however, as the dealer knows what apparatus is needed, he will be able to stem this cross current, and the demand will be supplied much fast er through the regular sales channels of manufacturer to jobber, and jobber to dealer, and then dealer to consumer. It, therefore, is the dealer's duty to study the underlying principle off radio *immediately* and also his particular situation as to supplying equipment to satisfy the local demand.

What Radio Reception Sets Are

Radio receiving sets consist primarily of three parts: 1. The Detector 2. The Tuner 3. The Receiver.

There are dozens of different forms of each of these devices, but the function is never changed—the detector always detects the waves, the tuner always brings the set to such a state that it responds to the waves desired—and the receiver always changes the electrical pulsations to sound.

There are two kinds of *detectors* in general use today the crystal detector and the vacuum tube detector. The crystal detector uses generally either silicon or galena. It consists of a cup or device to hold the crystal and a fine wire with some manner of adjustment to touch it. The vaccuum tube detector is also known as the audion detector of the Fleming valve. It appearance is similar to an ordinary electric light bulb.

There are many types of *tuners* on the market; the tuning coil, the loose-coupler, the vario-coupler, and the honeycomb inductance type. The first two are not used much today, being pre-war developments. In tuning, two other instruments are used in conjunction with those named, the variometer and variable condenser.

Receivers are of three types: single watchcase, head-set, and loud speaking. Wireless receivers appear very similar to the small telephone receivers used on interphones. They are, however, wound with a much smaller wire and have a greater number of turns. Their resistance ranges from 2000 to 400 ahms per set.

When incoming signals are weak or where a loud speaker is desired to be used, an *amplifier* is included in the set. The usual amplifier consists of one vacuum tube (similar) to the one used in the detector), one amplifying transformer, one rheostat, and one special jack per step of amplification. This is generally all mounted on a bakelite panel.

Usually, the detector is put up as one unit in a cabinet, or it is put up in connection with the amplifier. For this, a six volt storage cell is need and a bonk of flashlight

cells to supply the "plate potential." The former is Always referred to as the "A" battery and the latter as the "B" battery. These same batteries are needed for operation of the amplifier.

What to Stock

The question foremost in the retailers' mind today is "What shall my initial radio stock consist of?" The average dealer does not like to put a large amount into an untried field of this kind, and his attitude is entirely justified. He should choose his first stock with care.

First, it is safe to say that only receiving equipment should be considered at present. It is only this apparatus that broadcasting has created such a demand for, and the wise merchant realizing this, is immediately able to place more on his shelves than his customers will want, without increasing his radio budget. He also profits more on every sale due to the great turnover with the smallest amount of capital tied up in stock.

This receiving equipment can be obtained as complete sets or as separate parts with which to construct sets. The big demand is for the complete sets, and the dealers that profit most is the one that makes his supply follow closest to the demand. The apparatus your customer will buy depends on two local conditions.

1. Your geographical position with respect to a broadcasting station.
2. Your type of customer.

If you are close to a broadcasting station (within 50 miles) it is possible to have satisfactory reception with a inexpensive set. If, on the other hand, your customers are of the type that are willing to spend more to get better results—if they want to hear other stations—get news and program from distant cities—you will be able to sell the more expensive equipment. If you are further than fifty miles from a station results are satisfactory only with a vacuum type of detector.

The inexpensive outfit (good within fifty miles of sending station) consists of the following parts.

	Name of part	Approximate retail cost
1.	Crystal detector	$ 2.00
2.	Vario-coupler	$10.00
3.	Variable condenser	$ 6.75

If, however, the instruments you sell are to receive from stations over fifty miles away, the following are necessary:

1.	Vacuum tube detector	$10.00
2.	Two variometers	$20.00
3.	Vario-couplers	$10.00
4.	"B" battery	$ 2.50
5.	Telephone headset	$10.00

The first three items of the first list are combined in a cabinet and sell as a complete set ready to attach to the aerial and ground phones. This retails at about $35.00. The first three items of the second list are also combined in a cabinet by several manufacturers as a complete set ready to attach to the other items mentioned in the list plus the areial and the ground. This type retailes at about $80.00. If the incoming signals are desired through a loud speaking apparatus so that a group may hear (an ideal arrangement for demonstrating in your store) a two step amplifier is needed in conjuction with the apparatus in this second list and the loud speaker. The amplifier sells in the neighorbhood of $70.00 and the loud speaker from $25.00 to $110.00.

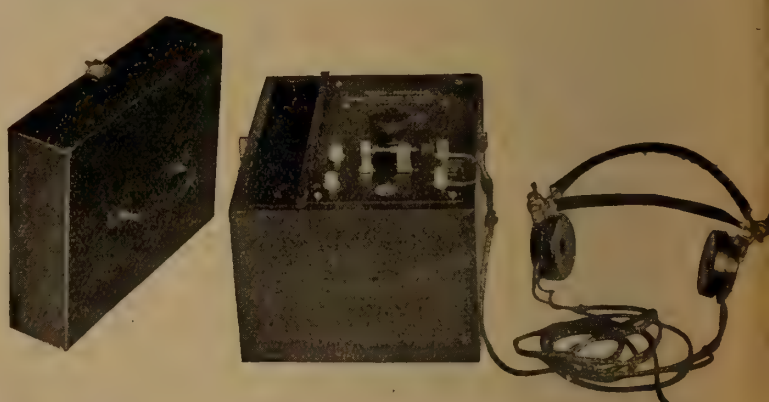
The safest way to enter the radio game, like any other, is to carefully feel your way, analyzing conditions at every step. A good plan is to buy one of each of the two sets described. Erect an aerial of one wire 100 feet long at least fifty feet from the ground and have both sets in full operation in your store. Get the news, lectures, reports, progams, etc.—advertise the fact and your store will always be crowded with people buying every line you carry—not only radio supplies. You will be able to take orders for these sets and do considerable business without incurring much risk or loss.

There is, however a warning to be sounded for retailers. Watch your stock carefully! Remember—that at this time, immediately following one of the worst depressions in years, there are hundreds of factories idle that are very capable of making first class radio apparatus. Skilled labor can be had for 35 to 40 cents an hour and with these conditions existing a flood of production is sure to follow this terrific demand now existing. The price of radio equipment should be considerably lower in ninety days. Do not overstock!

Furthermore, developments in radio are so rapid that great caution should be taken to make sure that your shelves will never be found with apparatus for which there is no demand. There are at present in the laboratories of some of the larger manufacturing companies, working models of new radio equipment of such radical improvement that its introduction will render the apparatus it displaces obsolete. To be caught with a large stock of the latter will mean a considerable loss to you. Watch your step.—Electrical Retailing.

AMONG CANADIAN MANUFACTURERS

The Canadian Independent Telephone Co., associated with the Canadian General Electric Co., Ltd., 212 King St., W., Toronto, have taken the lead in broadcasting news and other programs to radio fans in Canada. They are preparing to place a complete line of radio equipment on the market and will supply bulletins to hardware and electric dealers on request.



Radio Receiving Set Manufactured by Canadian General Electric Co., Toronto.

The Gilbert-Menzie Company, King Street, West, Toronto, have been in the Wireless busines for several years and in addition to handling their standard "Gilbert" line are extending into higher priced equipment.

The Marconi-Wireless Corporation, 11 St. Sacament Street, Montreal, are probably the best known manufacturers of radio sets, having a large store in Toronto as well as their headquarters at Montreal.

Radio Panels and insulation for wireless sets are manufactured by the diamond State Fibre Co, of Canada, 235 Carlaw Ave., Toronto. The Henry Engineering Co., 89 Wellington St., West, also supply this material.

WHY HARDWAREMEN SHOULD SELL RADIO

The Radiophone is Proving to be Good Hardware Line—Why Dealers Should Sell Radio and How.

By D. G. MacInnis

There are numerous reasons why the hardware store is the natural sales medium of radio equipment. One of the most important of these is that they already carry a number of articles that are necessary to the radio that other stores do not carry. Among these are to be found nails, bolts, buzzers, dry cells, bell wire, switches, rope, pulleys, tacks, etc. The fact that the hardware store carries these requisites in addition to radio equipment is enough to influence customers to give them the preference in radio business. It is impossible for other stores to carry a full line of the radio essentials. This gives the hardwareman an advantage, right in the beginning, over other retailers.

The sale of radio equipment leads to the sale of other lines. This has been demonstrated in F. R. Jackson's store on Queen Street East, Toronto. Mr. Jackson, who is one of the pioneers in this trade among Toronto hardware dealers, tells how his radio department has affected his sales in other products. He said: "I have had numerous people into my store, enquiring about radio, who are strangers to me. This has led not only to the sale of radio equipment, but to the sale of other articles entirely apart from radio. One instance occurred yesterday. A young man came into the store to buy some radio equipment. I had never seen him before, but he was in again to-day and made a big purchase of a number of things that have nothing whatever to do with the radiophone."

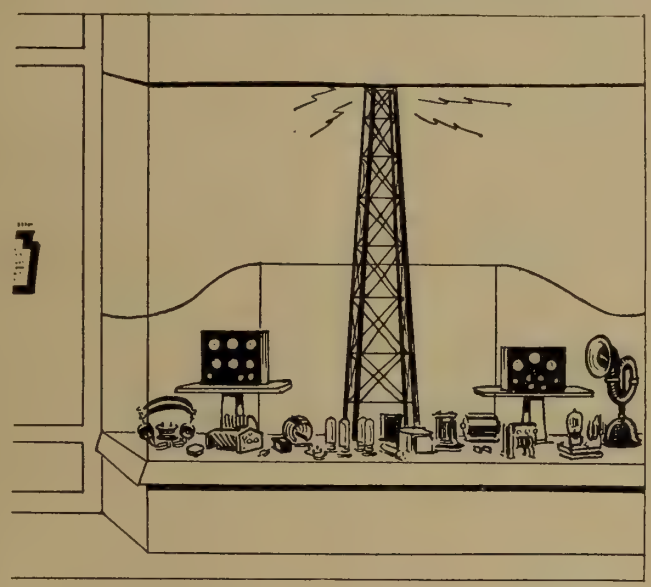
The sales of this equipment is quite profitable. There is a good margin allowed on it, ranging from 20 per cent. on some lines, up to as high as 50 per cent. on others. The rapid turnover makes it even more profitable. It has no chance to stand on the shelves and be "dead" stock. The greatest difficulty that most have been finding confronting them is to keep it in stock. The demand for it has been so great that the manufacturers have been unable to supply the demand.

Like the automobile accessory department, the big-best business is to be found in parts. The sales are not of full equipments, but chiefly of parts. The customers are in most cases constructing their own outfits, so that a part at a time is generally purchased. The dealer should make himself thoroughly informed as to the use and name of each part. It is often advisable, if the business and town is large enough to merit it, to have one salesman to take charge of this department and make himself thoroughly familiar with the names and terms. While talking to Mr. Jackson the other day the writer saw how necessary this point is. A boy came in and asked one of the clerks for a grid condenser. The clerk did not know what the boy was talking about and referred him to Mr. Jackson. The dealers who are selling this equipment find that parts such as switch points, levers, dials, rheostats, grid condensers, galena, and so on to the best selling lines.

Like every new development, there are changes being made every day in the construction of this equipment. Until this development ceases and the machine is perfected a very large stock is inadvisable. The radio customers have so many sources of information that they naturally know all about the new parts. Mr. Jackson studies these radio magazines closely himself, so that he knows as soon as his customers when a part is out of date. This prevents the restocking of some line that will not meet with any sale.

F. R. Jackson has adopted one of the best means of encouraging radio sales. He is identifying himself with those who have successful outfits, and in that way is becoming well known among the radio fans in his district. Just up the street from him there is a radio club of fifty or sixty members who are studying how to make their own sets. This club will prove a good number of sales.

Some dealers have even organized these radio clubs,



Suggested Window Display of Radio Supplies

making their store the headquarters. They have advertised that a meeting was to be held to organize a club. This attracts many who have but a small knowledge of the radio when they see the radio outfits and hear the concerts by means of it their interest is soon roused into buying an outfit.

The town or country dealers who intend to sell radio equipment should, first, fully decide on the equipment necessary for their town. The salesman will be a big help in this. Some equipments are not strong enough to receive messages from a distance of over twenty-five miles, while others have an unlimited range. For towns that are farther than twenty-five miles from a broadcasting station, the latter class is, of course, necessary to clear receiving.

There are many means of attracting customers. Dealers who have outfits in their stores give radio concerts, entertain customers, or keep a weather bulletin, or a clock with the standard time as received by radio.

RADIO RESEARCH CLUB OF CANADA

President—C. A. Culver, radio engineer, Canadian Independent Telephone Co., Ltd., Toronto.
Secretary-Treasurer—F. K. D'Alton, Hydro-Electric Power Commission, 8 Strachan Ave., Toronto.

WIRELESS ASSN. OF ONTARIO

President—A. H. K. Russell, Toronto.
Secretary—C. A. Lowry, Toronto.
Publicity Manager—Clarence Smith, 24 Boswell Ave., Toronto.

RADIO INSTRUCTION

Shaw's Wireless, 105 Bond St., Toronto.

WHERE TO BUY RADIO

A partial list of Canadian sources of supply for Radio equipment is as follows:

Marconi Wireless Telegraph Co. of Canada, Ltd., Montreal and Toronto.
Chas. A. Brenston, Ltd., 355 Yonge St., Toronto.
Canadian Independent Telephone Co., Wallace Ave., Toronto.
Canadian Westinghouse Co., Ltd., Hamilton.
Gilbert-Menzies Co., Ltd., King St. West, Toronto.
Glson Mfg. Co., Ltd., Guelph.
Jack V. Elliott Co., Hamilton.
Ontario Wind Engine & Pump Co., Toronto.
National Radio-Homes Service Corporation, 29 Temperance St., Toronto.
Canadian National Carbon Co., Ltd., Toronto.
Dominion Battery Co., Ltd., Toronto.
Century Telephone and Construction Co., Bridgeburg.
Battery Service and Sales Co., Hamilton.
Barwick Radio Co., Hamilton.
Northern Electric Co., Ltd., Montreal.
Vimy Supply Co., 567 College St., Toronto.
Stromberg-Carlson Telephone Mfg. Co., 35 McCaul Street, Toronto.
Electroplax Company, Ltd., Toronto.
Canadian Radio Electric Co., 782 Logan Ave., Toronto.
Signal Systems, Ltd., 11 Wellington St. East, Toronto.
Diamond State Fibre Co. of Canada, Ltd., 235 Carlaw Ave., Toronto.
*J. M. Paquin, 787 Queen St. West, Toronto.
Powley & Moody, Ltd., 105 Bond St., Toronto.
*Aikenheads, 17 Temperance St., Toronto.
Radio Supply Co. of Canada, 153 Victoria St., Toronto.
Canada Metal Co., Ltd., Fraser Ave., Toronto.
Motor Sundries Corporation, Ltd., 414 Eastern Ave., Toronto.
*Salisbury Electric Co., Ltd., 112 King St. West, Toronto.
*J. D. Ford Radio Equipment Co., 974 Bloor St. W., Toronto.
*Brightlight Electric, Ltd., 46 Queen East, Toronto.
E. A. Lowry Power Equipment Co., Ltd., Guelph.
*Mayfair Co., Ltd., 1643 Queen St. West, Toronto.
A. C. Burke, 9 Richmond St. East, Toronto.
Cam-Fish Co., Ltd., 70 King St. West, Toronto.

Note—*Indicates firms selling retail.

LEADING UNITED STATES MAKERS

Following is a list of United States makers of complete Radio receiving sets and parts for assembling sets:

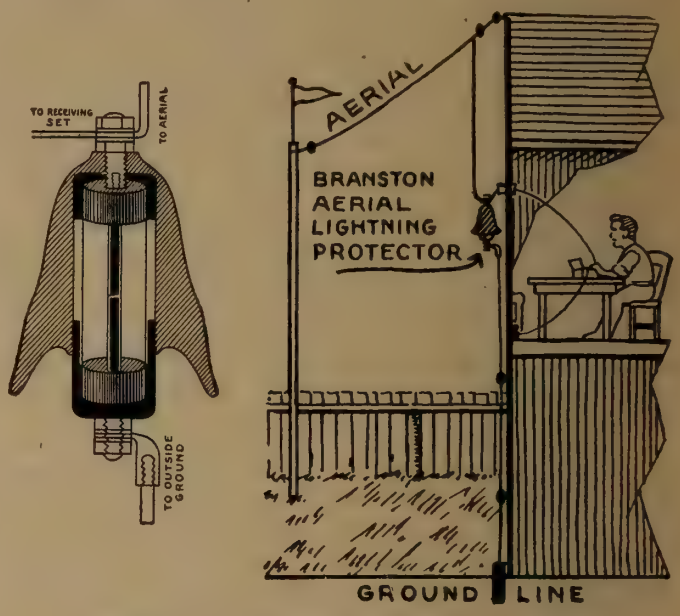
Acme Apparatus Co., 190 Massachusetts Ave., Cambridge, Mass.
Adams-Morgan Co., Upper Station, Montclair, N.J.
American Pattern Fdry. & Mch. Co., 62 Church St., New York.
American Radio & Research Co., Medford-Hillside, Mass.
Andrea, Frank A. D., 1882 Jerome Ave., New York.
Beacon Radio & Elec. Co., 246 Greenwich St., New York.
Clapp-Eastham Co., 161 Main St., Cambridge, Mass.
Corwin, A. H. & Co., 4 West Park St., Newark, N.J.
Crosley Mfg. Co., Blue Rock & B. O. Ry., Cincinnati, Ohio.
Empire Radio Equip. Co., 271 West 125th St., New York.
Everett Elec. Corp., 320 Broadway, New York.
Freed-Eisemann Radio Corp., 255 Fourth Ave., New York.
Hatfield Elec. Co., Indianapolis, Ind.
Hofstra Radio Co., 600 West 127th St., New York City.
Jackson Battery Co., 1124 Jackson Blvd., Chicago.
Jewett Mfg. Co., Inc., Newark, N.J.
Jones Radio Co., 384 Monroe St., Brooklyn, N.Y.
Kennedy, Colin B., Co., Inc., Rialto Bldg., San Francisco, Cal.
Marshall-Gerken Co., Toledo, Ohio.
National Motor Accessories Corp., 235 Broadway, New York.
Newman-Stern Co., Cleveland, Ohio.
Precision Equip. Co., Inc., Peebles Corner, Cincinnati, Ohio.
Radio Corp. of America, 233 Broadway, New York (selling agents for Westinghouse and General Electric).
Raymond Engineering Corp., 309 Lafayette St., New York.
Radio Electric Mfg. Co., 47 Warren St., New York.
Simplex Radio Co., 1013 Ridge Ave., Philadelphia.
Tresco, Davenport, Iowa.
Tuska, C. D., Co., 262 High St., Hartford, Conn.
Wireless Specialty Apparatus Co., Boston, Mass.

NEW AERIAL LIGHTNING PROTECTOR

All dealers in Radio Apparatus will be interested in the Branston Aerial Lightning Protector. This is made by the Chas. A. Branston Limited, 355 Yonge Street, Toronto, the well known Manufacturers of Violet Ray High Frequency Generators and is a well finished and properly constructed article.

The Branston Aerial Vacuum gap Lightning Protector does not reduce the strength of in-coming signals for the telephone or telegraph. Its use insures proper protection from lightning and heavy static, and is absolutely approved.

It is scientifically constructed and is always ready to carry a ligthning flash to the ground. The advantages are that the set is always connected, the static is drained from the antennae thereby relieving interference, signals are more audible. It is absolutely automatic in its operation and requires no attention. It is designed for out-door



Sectional view of Protector and method of installation.

mounting and the petticoat-insulator prevents leaking in wet weather. The insulator is moulded from Phenolite Condensation material combining strength and insulating properties, as well as presenting a handsome appearance. The vacuum tube is entirely enclosed but is readily accessible. It is absolutely protected from breakage, moisture, dirt or insects, and not affected by snow, sleet or rain storms.

The satisfaction of knowing that your set is always grounded during a thunder storm and that you do not have to get up in the night, at the first sound of a thunder clap, and make sure that your switch is set for ground, is in itself worth several times the price of the this protector. It is advertised to sell at $4.00 retail and Dealers may procure deliveries from their Jobbers in the usual way.

The Ontario Wind Engine & Pump Co, Toronto, are offering aerial steel towers and poles of all heights, a line for which there should be many enquiries.

A complete line of Radio Equipment is being made by the Motor Sundries Corporation, 420 Eastern aveune, Toronto.

AUTO ACCESSORIES IN HARDWARE STORES

Local conditions and Lack of Merchandising Enterprise amongst garagemen offers an Opening for Hardware Dealers to capture Accessory Trade—Gasolene Pump brings business to store.

Automotive supplies, if they are given enough publicity can be carried by most dealers to much advantage of course, there are cases where the hardware dealer finds himself fairly hemmed in by garages and accessory stores all selling automobile supplies. In instances such as this, building up an accessory department will be uphill work, yet there is more than one hardware retailer who has triumphed in spite of as much keen competition as this.

The garagemen feel the opposition that they are receiving in this field from the hardware dealers. If they did not, what reason would they have for petitioning the manufacturer, not long ago, in an endeavor to get them to sell to none but garagemen and tire dealers. If the hardware trade is gaining a foothold like this in the trade it can gain a still greater one by more effort.

There are many who have wakened to the fact that automobile accessories is a paying line, and they take care to leave no weak points exposed. One of the weakest of their points is cleanliness and tideness, no motorist wants to go to a garagemen to buy a spark plug, and to see him sort it out from a pile of junk in a drawer, if he can get it from some dealer who keeps them clean. Pleasant surroundings induce sales.

It is on points such as this that the hardware dealers can win the business away from the garagemen. A neat, complete accessories department, that is close to the door, and in which the parts are displayed in full view will boost sales of this product.

Equipment to Carry

The location of the store governs the kind of accessories or automobile equipment that should be carried. Not all dealers, for instance can sell automobiles as some dealers do. W. W. Kinsey, and G. W. Ecclestone in Bracebridge and MacGregor's Hardware in Huntsville all three carry different makes of automobiles. The conditions are such in their towns that they can do so. When they commenced to sell cars there was but little opposition in their field and they established a good trade before the garages came.

Other dealers may find different conditions to exist in their locations. F. R. Jackson of Queen street east, Toronto, has found that automobile parts is his best selling proposition. In his district are quite a nnumber of automobile enthusiasts who do their owen overhauling and repairing. This is becoming to be the case in a great many districts. Too many garagemen have tried to get rich quicker than good business methods permit, so that the result is that a great many motorists attend to their owen repairing. The hardware dealer who carries a good general line, not necessarily a large stock, of standard parts stands in the way of getting some good trade from this.

Othere locations may warrant the stocking up of accessories and tires and fewer parts. Accessories that are not entirely necessary to the operation of an automible is a slow moving stock at the best, however, so that a very large stock is not advisable.

Tires a Hardware Line

The objections that the garagemen have raised to the manufacturer seems to prove that it is a good selling product. Concerning this, there was rather an amusing story told at a meeting of garagemen and tire dealers recently a garageman from a village near Barrie, Ont, stood up at the meeting to tell what effect hardware stores had on his tire sales. He said, "In my town, I have seen motorists drive into my garage, have their tires inspected have more air put in, and take up the time of my mechanics for a half hour or so. Then if they needed a new tire, I have seen them drive up to the hardware store to buy it. I have even seen them come back to me with a tire they bought at the hardware store, to have my mechanics pump it up and put it on the wheel."

Caution should be observed in laying in tire stock. The prospective customers should be studied. If the hardwareman is in a district where cars taking a 30x3½ tire predominate that is the size tires he should stock. If tires are kept in stock for any great length of time they detiorate very rapidly, so that they cannot be sold as firsts.

City dealers have the advantage over country dealers in that they can have tires delivered on very short notice. They can take a regular customer's order for a tire which they may not stock, because they can have it delivered in a very short time.

To get away from the necessity of carrying a large stock of tires, some dealers either circularize or telephone the prospects in their districts, just before the motoring season is open. From the orders they secure in this manner they can reach a close estimate on the size and the number of tires they will need to order to meet their demand.

Gasoline Tanks Make Sales

If it is possible to have a curb gasoline tank installed the hardwareman cannot make a better move, as far as promoting the sale of either automobile supplies is concerned. There is very little profit in gasoline, in fact some dealers count on it only paying for the pump. There is profit in the sale of parts and accessories and a gasoline tank attracts this trade to the store. Keyes & Co., Bloor street, Toronto, have found their gasoline tank to be their greatest asset in selling accessories. One of their windows or one of the showcases near the door contains accessories all the time so that when motorists who stop for gasoline go into the store to pay their gasoline bill cannot fail to see the accessories on display. In this way they may be reminded of some accessory or part of which they have need of.

One of the most vital points in selling accessories is then to let the motorist know that accessories are sold. If he begins to find out that garages are not the only places that carry equipment, but that the place where he stops for gasoline or oil, does, also, he will soon learn to always patronize the hardware stores.

ADVERTISING THAT PRODUCES RESULTS

W. F. Brennan, of the National Cash Register Company, makes some Practical Suggestions—Examples of some recent Canadian Hardware store ads.

I believe I am safe in saying that ten merchants fail today because they advertise too little, to every one who fails because he advertises too much. Hundreds of stores have remained in the list of small establishments because of failure to advertise in the papers continuously. Make your ads. so that they can be understood. They must be made up of simple words, short sentences, few ideas. Big words and involved sentences will not be read. The purchasing public does not care how well educated you are, it simply wants to know what you have to sell, its quality and its price.

Your advertisment should take the reader over the five steps of selling—Attention, interest, desire, confidence and action. Some people, sometimes only glance at ads. If the headings are schemed to make a complete impression, the ad. gets both the glancers and the retailers. Illustrations must be suited to the subject they could cover on the ideas of the text. Desire must be stimulated by attractive details, but it is mostly aroused by pictures. Variety is one of the best ads. and for this reason you should change them often. Price of the goods should be given in the ads. for if you do not the reader may assume that the price is high, and if you are advertising high grade goods, place the emphasis on the quality and mention the price in an incidental way. Be absolutely honest in your advertising. You may as a leader, occasionally sell goods below cost, but don't overdo the below-cost sale, for everybody knows that busines cannot be conducted on that basis.

An ad. must be set in plain type and plain borders. Cuts are good if they really illustrate but a bad cut is worse than none. To make a favorable impression an ad. must have an attractive appearance, by having a symmetrical form, attractive lettering and appealing illustrations. They must be made emphatic by contrast in type sizes, strong headlines, and few of them, and plenty of white space should be left in the ad. to make it more attractive.

A. E. McGREGOR & CO.

FARM FENCING

GALVANIZED

20, 30 and 40 Rod Rolls.

Style	Spacings of Stays	Spacings of Line Wire	Price per Rod
433-0	22 inches	10,11 and 12 inches	23½c.
630-0	22 "	5, 5, 6, 7 and 7 in.	32c.
740-0	22 "	5, 6, 6, 7, 7½ and 8 in.	38½c.
740-0	16½ "	5, 6, 6, 7, 7, 7½ and 8 in.	42c.
748-0	22 "	5, 6½, 7½, 9, 10 and 10 in.	40c.
8-42-0	22 "	6, 6. 6, 6, 6, 6, and 6 in.	43c.
8-47-0	22 "	4, 5, 6, 7, 8, 8 and 9 in.	44c.
9-48-0	16½ "	6, 6, 6, 6, 6. 6, 6 and 6 in.	53c.

No. 9 Coil Spring Galvanized....$5.65 per Cwt

4 Point Barbed Wire, 80 rod Spools.....$5.10

Ad. clipped from recent issue of a Huntsville paper quoting prices on wire.

PAINT UP AND CLEAN UP

The Paint, Oil and Varnish Manufacturers are spending yearly large sums of money for the purpose of educating the public to protect their property from deterioration and decay and to make their homes more sanitary by using Paint and Varnish. The value of your home is determined largely by the condition in which it is kept. Do not wait, paint and varnish now and save the various surfaces in your homes before it is too late.

Date.....
Name of purchaser .....
Address .....
Article purchased .....
Dealer .....

This Coupon entitles the bearer to a discount of 15c on every gallon of Federal Varnish products purchased between June 22nd and July 11th.

SAVE THE SURFACE AND YOU SAVE ALL

Federal Varnish Co.'s Products are unexcelled in quality and reasonable in price. They are recommended by the dealers listed below and guarantted to give satisfaction by the Federal Varnish Co.

Take advantage of the offer we are making by presenting the above coupon of any of the stores listed below.

Circular distributed in a house to house canvass by a group of hardware and paint dealers in a Western city during a recent "Clean Up and Paint Up" Campaign. The names of eleven dealers were given at the bottom and each offered a 15 per cent discount on each gallon sold between June 22 and July 11.

In store organization the burden on the business may be shared by all the help and the owner, so that all the weight need not bear on one mind. By distributing responsibilities, the proprietor may be free to properly supervise the business, and give personal attention to customes.

MAKING FRIENDS OF THE BOYS

A youthful clientele is a valuable one for any store handling sporting goods, and a hardware store in a Western Ontario town made sure that the kids would be on hand the day the store opened by advertising a bag of marbles free to every boy who called.

As the store was opened at the time when the marble season was at its height, nothing could have been more welcome to the youthful citizens than this kind of a present.

The kids were on hand in numbers when the store opened, and 1,200 bags were given away, there being one bag for practically every boy under 12 years in town.

SALES HUNCHES THAT MOVE TIRES AND ACCESSORIES

Five Selling Stunts for Building Business—Ideas Suggested for Pushing the Sale of hardware lines.

By J. W. O'Meara

OFTEN the difference between a successful store and one that is merely "getting by" is the difference between a progressive, peppy sales program and a plodding old school system of selling. One is a *merchant*—alert, up-to-date, making his business everlastingly interesting; the other a storekeeper whose store and methods are the same year in and year out.

It has been said, and truthfully, too, that more clever salesmanship, more progressive merchandising is displayed in the automobile industry than in any other busines under the sun. If clever ideas will sell cars, they will surely sell tires and here are five effective, sure-fire ways to increase tire sales:

1. Free Tire-Cover Week.
2. Miniature Auto Building Contest.
3. Personal Solicitation
4. Telephone Selling.
5. Extra Service Plan.

Free Tire-Cover Week

Practically every other motorist either needs a tire cover or the one he has is the worse for wear. During a specified week—previously announced in your newspapers and by signs on your store front—offer a tire cover free to every purchaser of a cord tire and tube, one to each buyer of two fabric tire cases. Such a campaign will bring scores of new and "stranger" motorists into your tire store as well as your regular trade. The amount you sacrifice in the cost of the covers will come back to you manyfold in good-will. Your store will be known as tire cover headquarters. Tire cover week" bears repetition every two or three months. Of course, advance plans will have to be carefully made, such as getting quotations on quantities of tire covers and having on hand an adequate supply. Tire covers will be your "leader" to attract trade.

Miniature Auto Building Contest

Here you get the interest of car owners through the "kids" of your city. This is the plan: Give a set of four miniature tires to every boy who carves or whittles an automobile out of wood. He can make a small replica of any make of car, bring it to your store, where it is fitted with tires and placed on exhibton. Cash prizes are given to the boy producing the most attractive and exact models. The judges may be appointed from prominent car dealers of your city and your newspaper men.

Any of the big makers will sell you miniature tires. The miniature autos on display make a splendid, interest-compelling window displav. The entire city will be interested. Newspapers will give you free publicity. It also offers material for newspaper ads. The entire plan has a powerful human interest appeal. Try it! Be the first in your city to stage a car building contest for kids.

Personal Solicitation

This plan of selling tires is especially adaptable to, and effective during, the winter and early spring months. Personal calls by you and your salesmen get advance orders for tires. Set a quota of so many calls a day. Visit merchants, business men in office buildings, call at workingmen's homes at night. A big percentage will appreciate your aggresiveness and give you their order for future delivery. It gives you a flying start for the spring season. It turns otherwise dull months into active productive ones.

Last winter the New England division of one of the big companies conceived and executed the idea. In quota attainment this division was usually batting about 50-50 in comparison with the company's 20 other districts. Their salesmen went out with dealers—even advised dealers to lock their stores and get out on solicitation work—and demonstrated that it could be done. It was done and so successfully that the division jumped from ninth place among the twenty districts to first, almost entirely through personal solicitation on the part of its dealers. They went out after the business and got it.

Telephone Selling

In this plan you enlist the aid of your telephone. Instead of allowing it to stand idle 95 per cent. of the time, you turn it into a real salesman. A courteous phone call to a car owner about tires gets handsome results. Your phone gets a hearing practically every time and place; you can do a large part of your selling right from your desk; and if you have a stenographer or an energetic helper, they can do a lot of follow-up work for you. Keep looking up new prospects who can be pulled into your store by a little suggestion over the phone. Remember, too, every telephone call is an ad. for you.
telephone. One dealer sold $4,500 by phone, another said he considered his telephone worth $5,000 a year as a salesman. One rubber company has a telephone sales expert on the road continually, calling on dealers. He spends a week with each dealer training the employees how to use the phone for tire selling. This company is one of the few whose 1921 sales exceed in volume sales for 1920. The telephone helped to do it! Use your phone regularly and intensively. It pays!

Extra Service Plan

This consists of the offer of free tire inspection by yourself from time to time. Get the motorist coming regularly if possible on a given day of the month. If little cracks or cuts show up you can quickly plug them. Test his inflation—watch his wheel alignment—see that his chains are correctly applied. You gain his friendship and patronage—he recommends you to his friends as well.

Offer this extra service under a club plan. Print membership cards and send them out with a letter explaining your service plan, or present them to motorists who visit your store. The card entitles the holder to free inspection.

Try the plan above that appeals to you most. Enlarge on it—perfect it—apply it to your own store and your own trade. Then use the other four. Each will make money for you.

PAINT EDUCATION VITAL *to* PAINT SELLING

The Clean Up and Paint Up Campaign is a Profit Maker and a Big Factor in Paint Education.

By Victor Lauriston

Every paint and varnish dealer knows that successful paint and varnish selling is largely a matter of education. You've got to educate the customer to a point where he will want clean, healthy and attractive surroundings and where he will realize the importance of paint from an aesthetic and sanitary point of view.

In days gone by the paint dealer had to look after the process of paint education single-handed, or in co-operation with the manufacturer. This process of paint education often has been very effective; but it has been slow and tedious, not to say difficult.

Working under the plan of the National Clean Up and Paint Up Campaign Bureau, the dealer has the benefit of the knowledge of those identified with the bureau—a knowledge that has come of much thought and long experience. The Clean Up and Paint Up campaign is not an experiement. It has been tried and found not wanting. There really is but little for the dealer to do. His first step is to write to the campaign bureau. The remainder will be easy. He will be given definite instruction just how to proceed, and without cost to him.

Naturally you are going to profit by increased sales. Before the campaign is well under way every man and woman in your community will be thinking about paint.

Of coure once you've got a man thinking along the right linets, and have educated him to the value of paint and to the importance of painting regularly, it's easier to sell him paint the next time he needs it the soil is prepared, so to speak.

The proces of education which the individual paint dealer has found hard to handle, the Clean Up and Paint Up campaign makes easier.

How? Simply by enlisting collective effort.

The individual dealer appeals to the indiviual customer. The Clean Up and Paint Up campaign, however, enlists the community spirit. It not merely unites the folk of your town in a local campaign but it links your community with the thousands of aggressive, go-ahead towns and cities which have joined in this nation-wide movement.

While these clean up campaings are of comparatively recent origin as applied to towns and communities, yet they have been familiar in the home from the time immemorial—occuring. usually, each Spring and each fall. Therefore the move to make them a part of each year's civic program will always find ready response in those organizations which are composed partly or wholly of women. Women, it most be noted, have stepped to the fore in civic and community affairs within the past five years so emphatically that, once their interest be enlisted in any movement to improve conditions, the success of the campaign is as good as assured. Consequently, the appeal to comunity spirit contained in the Clean Up and Paint Up slogan fits happily in the new prominence taken in public affairs by women which has come about since the final ratification of the suffrage amendment which made women citizens of the United States. Distinctly, every dealer in any commodity who fits his educational program to this new phrase of public affairs will reap immediately benefits in quickened business and increased sales.

Moreover, the effect of the Clean Up and Paint Up campaign in a business way is not limited to paints, oils and varnishes. It stimulates sales not merely in these lines—glass, vacuum cleaners and other cleaning devices, garden tools, brushes, mops, insecticides and many other items.. The campaign educates the public to the value and importance of cleanliness; it reaches, not a few individuals merely, but the entire community. And it gives your individual efforts as a paint salesman the support of a nation-wide crusade which will put paint on the shabby homes, and paint profits in the dealers pocket-book.

While the campaign may on first consideration be thought to be applicable only to painting and cleaning processes on large surfaces, as houses, outbuildings, fences barns and so on, it usually, like every other move for improvement conditions, carries on and on indefinitely, like the circles following the sinking of a stone in quiet water. Average citizens, when the topic of painting is first approached, shift it from a matter of personal effort to onc to be referred to someone who has been trained to the use of scaffold and brush. However, when once a man or a woman becomes sufficiently enthused in the spirit of community progress to grasp, personally a paint or varnish brush, and to commence spreading rejuvenation on inner or outer surfaces within reach, the dealer who serves that man and that woman will find the habit growing prodigiously. One improvement suggest another; the outer appreances of the premises are so much improved by paint, even if applied by prentice hands, that new and charming vistas of inner cleansing and freshening and decorations pop into the mind of the amateur painter, and paint begins to take its deserved place in the regime, not only of community-keeping but housekeeping.

The more thoroughly you can educate your community in the value of painting the larger will be your profits, and the easier it will be to secure repeat orders. No factor can be found so educative and so persuasive as the Clean Up and Paint Up campaign in your own home town.

The profit side, of course, is the practical side of the Clean Up and Paint Up campaign. The dealer's profits are his honest wages—the return for the efforts he puts forth toward the improvement of his community.

They're mighty tangible, too—those profits. All along the line dealers who have applied the test of actual experience tell of increased business as the result of the Clean Up and Paint Up campaign.

Many of these increases amount to 100 per cent. or more. Some have reached 200 per cent. One dealer writes that the increase in his paint business amounted to almost 300 per cent.

More than that, as a result of the widespread educational value of these campaigns, it's easier to sell paint than it used to be. People are being trained to the necessity of painting, and painting regularly.

It will pay any dealer to take hold of this Clean Up and Paint Up campaign and push it for all its worth. Now is the ideal time to things.

Incidentally the retailer who takes the initiative in a movement of his sort inevitably stamps himself in the public mind as a leader. That brings prestige not merely

to the man himself, but to the business; and prestige in this case spells profits. They are profits, too, that nobody begrudges.

The Clean Up and Paint Up campaign has proved in thousands of communities a highly popular and successful civic movement in healthier and more attractive surroundings, and better living conditions.

The dealer who aids in launching such a campaign, and helps to carry it to completion, secures substantial paint profits as a return for good work in helping along a popular civic undertaking.

The sooner the campaign is launched the longer it lasts, the greater will be the number and efforts of the progressive citizens who will take in it, and the larger will be the dealers' sales. The dealer who starts things moving and the dealers who help to push them along, are the ones who profit must in a material way.

Why shouldn't you be the dealer to be identified by your community as the leader in this movement?

The first step is easy—just write to the National Clean Up and Paint Up Campaign Bureau, St. Louis, Mo., and ask it to start a Clean Up and Paint Up campaign in your town. That will cost you nothing, nor will the "rest" of it, which you will find easier than any ordinary paint-selling campaign you ever tried. You will find this campaign far-reaching and effective. You won't have to depend on your own efforts; the National Bureau enlists the entire couumnity in the movement. The campaign has brought big profits to dealers wherever it has been started properly and the dealers have tied up with it.

You can secure like benefits if you act at once.

Newspapers are always ready to give support and publicity to the campaign for making a clean city or community. One of the earlist moves in the campaign should be to cnlist the sympathy and assistance of the papers, which will respond generously to any real work done in putting the movement over.

Snappy editorials should be written for the use of such papers as are helping the in the Clean Up and Paint Up campaign, suggesting the main features of the drive for cleanliness, and handed to editors in connection with notes on the salient work being done in getting the work started.

Then, by keeping these editors informed of all progress made, especially keeping in mind the desirability of hooking it up with mention of prominent people connected with the work plenty of publicity will be given to the campaign, to keep it continually before the minds of citizens.

ASK THEM TO BUY

If you have a gasolene pump you don't have to hunt for customers for accessories, for the car owner must visit you frequently.

Every car owner is a prospect. There probably isn't a car in the world whose owner could not be sold at least one item of automobile equipment—and most of them several items.

A stock of accessories doesn't run into big money. It can be made to turn over quickly and it sells in all seasons. In fact, the seasons and the weather increase the sales of many items.

Seldom if ever is there a shortage of stock. The nearness of the jobber and the frequency of the salesman's visits enables you to keep a fairly small stock turning rapidly with steady sales.

A Live Paint Salesman Who Scored

Hustling partner in Paint and Wallpaper business by Aggressive methods in conducting Paint Department Sells Much Paint at expense of Wallpaper Department.

THERE is a town in Eastern Ontario that from all appearances is little different from other towns of a like size but should you enter many of the homes you will come to the conclusion very quickly that the town is either without a wallpaper store at all or else there is a real aggressive paint salesman some where about.

In almost any home into which you might enter in that town you will find that the walls of almost every room have been painted, where wallpaper is usually used, and this applies to almost every room in the various homes.

However, there is a wallpaper store which is run in conjuction with a hardware store located in the very heart of the town. This store is managed by two men one of whom looks after the hardware department including the paint section and the other supposedly devotes his time exclusively to selling wallpaper. But, there is something wrong with the aggressiveness of the last named individual, at least he does not compare as regards putting "Pep" into the business concerned, with his partner who directs the paint section.

Something is sure to happen when one line is pushed at the expense of another or if the manager of one department is "on his toes" and the other is not. In this particular case so persistently did the paint salesman go after business and direct his department that it was not long before he was selling paint for rooms where wallpaper is usually used. He kept himself informed of the conditions of peoples houses and when a woman whose house he believed needed to be redecorated came into the store to make some minor purchases, he invariably suggested to her that her walls would look better with a new coat of paint.

This man talked, thought and advertised paint. At the same time his partner seemed to think that business should come to him rather than he should go after it. His work was well done, his papers were good and he carried an up-to-date stock. The service he gave was most satisfactory and the people made no complaint about the service he rendered, but the difference between the two men was simply to be found in the reason why the majority of the walls in this town were painted rather than papered.

It simply goes to prove that people will buy paint when the paint manufacturers and the paint dealers are eternally advertising their product, driving home the idea that walls should be painted and repainted. It is another instance of aggressive methods versus the "wait for something to turn up "variety."

COMPLAINTS ABOUT STAINLESS CUTLERY

The Irish Ironmonger says that stainless cutlery is on its defence, but the fact remains that it still enjoys a widespread market.

There are, of course. grades of stainless cutlery, and the inferior grades are certainly open to complaints regarding the cutting edge. This objection does not apply to the higher grades, which are well worth the extra shilling or so a dozen which has to be paid for them.

There is an enormous influx of foreign-made pocket knives upon the British market just now. Some of them are undoubtedly good value, but there are others which are not likely to trouble British manufacturers.

Keeping Track Of Paint Prospects

N. A. Schuele, in 'American Paint and Oil Dealer' Tells How a Paint Dealer applies Intensive Farming Methods.

It is sometimes hard to explain why one merchant is highly successful in marketing articles to the consumer, and others only moderately so. But in the paint business, as in other lines, the successful merchant is pretty likely to be the one who follows up his prospects for business in a logical manner.

In a town not far from Winnipeg, is a merchant who keeps track of his prospects, and what is more, follows them carefully with the result that the paint sales in his drug store have been most gratifying.

Here is his method. In his pocket he carries a little memorandum book. This book is divided into five sections. The first contains the names and addresses of all the painters in the town; the second a list of barn paint prospects; the third color combinations for houses; the fourth prospects for house paint, and the fifth a list of varnish and interior prospects.

If the merchant is walking down the street and he sees a house that needs painting, down goes the address in section four of the little book, and if he knows the owner's name, that is recorded also. If not, he makes it his business to secure his name.

The dealer knows practically every farmer in the surrounding country and knows all the rural routes. often he drives into the country upon either business or pleasure bent. Then his little book comes in handy. If he sees a barn, granary, hoghouse or any other building that needs painting, the farmer's name is recorded under Barn Paint Prospects, or if he is putting up a new barn or granary, or making additions to his old ones, it is written in the same section, for an addition usually means that both the old and new parts will be painted with proper persuasion.

Working on the assumption that a person usually knows more about his neighbor's business than said neighbor himself people who buy paint in the store are asked whether or not any of his neighbors are contemplating doing any exterior or interior painting. Having secured this information, their names are listed in the proper places. Of course, the guesses are sometimes wrong in regard to these, but a large percentage are good.

Other sources for live prospects are the lumber dealers and electricians who are wiring houses.

The section containing painters' names and addresses is quite necessary; for often upon calling on one of the prospects listed in the House Paint Section, the dealer is told that the work is in the hands of a certain painter. Immediately his name and address goes down and the painter receives a personal call.

The Color Combination Section often closes a sale when other methods fail. The prospect is sold on the idea of painting but does not know what colors he wants and says he believes he will postpone it until he can get a family caucus including some aunts and his mother who has good taste. Right then the dealer gets busy with his color combinations, explains but those compiled by decorative artists and often closes a sale that way.

Being the nature of man to forget easily, the dealer does more than to merely list the name and address in the proper section. He always adds a little memorandum. For instance, we find notations like this in his little book:

W. F. Jones—Figuring on building a new barn.

C. Joseph—Three silos to paint.

It is not difficult to see that quite a list of live prospects is built up by his notebook method. In fact, as he says, they are 99-44/100 live. Having them, he does not allow them to perish in the notebook. He follows them personally with calls and letters, and in addition turns in their names to the sales promotion department of the company whose line he handles, which does further work on them with personal letters.

For instance, he gets a list of barn paint prospects. He sends in their names to the promotion department advising the latter when he wants them promoted. In the meantime, he calls on them and talks paint. While his talk is still fresh in their minds, along comes a letter on barn paint from the manufacturer. This concentrated effort perfectly synchronized is bound to have a telling effect. It gets results.

Here are the local merchant's own words in writing the manufacturer in regard to the promoting work:

"When your promoting letters are sent out to my prospects the results are not long in coming. So convinced am I of the sales value of your letters that I consider the sale half made when they reach the recipient, for seldom have I found the promoted prospect postponing his work or buying other materials."

No doubt the letters have something to do with it. However, if these self-same letters were sent out to a list selected haphazard, it would probably be a case of much wasted effort and postage. In the last analysis, it is the selection of prospects that makes promotion so valuable, for in addition to getting good prospects by the notebook method, each man is promoted on the right products, at just the right time.



SELLING THREE ITEMS INSTEAD OF ONE

What can be done in any hardware store when a customer comes in for one file or screw driver—Getting New Ideas by Reading Current Publications.

It was nearly closing hour when we walked into Ike Weston's store. We passed a man and woman coming out, in our wake, as we entered, came a typical surbanite.

We paused at the cutlery counter, at the right of the store near the door partly to admire the display and partly to allow the man who was entering to make his purchase before we stated our business to the salesman behind the counter.

It was a good move on our part. We learned some things about selling files and screw-drivers that we had never heard before.

The customer approached the salesman.

"I want a 10-inch flat file," he stated.

The salesman placed the requiring file in the customer's hand. Then he brought out three other files which he placed directly in front of his customer upon the counter—an 8-inch half-round file, a 6-inch taper file and a 6-inch round file.

"Do you do many odd jobs yourself around the house?" he asked.

"Yeh, I putter aroun' a little," answered the customer.

"Will a flat file do everything you want it to? For instance, suppose you want to fix a key-hole. You couldn't do very much with a flat file. Or say you wanted to file down a cylinder lock key like this one. You'd have to have a rat-tail file."

And as he spoke the salesman took a bunch of keys out of his pocket and casually demonstrated how easily the round file slid into a groove of a cyinder lock key.

"I've got a roun' file up at the house," the customer interrupted. "Have you got a taper file?" asked the salesman. "No but I can make a flat file do most o' the time."

"Suppose you wanted to sharpen a saw" suggested the salesman. "Gosh that reminds me. My wife's got a little butcher saw up at the house that she wants sharpened. I tried to sharpen a saw once an' darn near ruined it. If I brought it down here could you fix it up for me?"

"Sure, we do work like that occasionally. But I can show you how to sharpen it yourself, if you want to," replied the salesman.

He reached down under the counter and pulled out an old saw and demonsrated how the job is done with a taper file.

"You'll find that there's lots of odd jobs that you can do better with a taper file than with any other tool," he said. Besides that a round file isn't always the best thing to use on a cylinder lock key. Sometimes the only way you can get the angle you want is to use a taper file.

The Files That Are Needed

"That's why I brought out these three files. I know how it is to start on a job and then find out that I need just some one thing in order to finish up satisfactorily. Why you'd give two dollars to have that one tool handy rather than stop your work to have to come into town to get it. It's worth something to start on a piece of work knowing that you have all the tools necessary.

"Take these four files right here. For all practical purposes the average man doesn't need any others. But if you haven't got each of the four shapes you're going to run out of luck sometime the same as I did before I learned about 'em."

"What's the price on those?" asked the customer.

The salesman told him.

"We're able to make a better price by selling four than if we sold each separately," he said. "It helps us to cut down the expense of small separate sales," he explained frankly.

The suburbanite caught the point.

"Guess I'll take those," he said "they may come in handy at that. Just tie a string aroun' 'em. I've gotta' hustle. Wanta' water my tomatoes before supper." And he was off.

As we started toward the counter where the sale had just been made our eye was caught by a flat block at the edge of the counter in which three srcews-drivers rested in chisled grooves. Each of the three screws was of different sizes as also were the three screw drivers.

"What the deuce is this?" we inquired.

The Screw Driver Idea

"Did you ever try to drive a screw with a driver that was either too big or too small for the slot in the head of the scew?" he countered.

"You usually ruin your hand and the screw driver as well as your temper. Isn't that so?"

We nodded agreement.

"Well," he continued, "with that block of wood and those three different-sized screws and the three drivers it is possible to demonstrate and convince all but the unconvincible that there are three different sizes of screw slots and three different sizes of screw drivers made especially to fit them. It's also one of the greatest little things ever devises to enable a salesman to sell three drivers where ordinarily he would only be apt to sell one.

"Wait a minute," the salesman said, "I've got that article over here." And he went went mack to the office and brought back the article. We copied it. Here it is:

"Do you know that the screws, from the smallest to the largest sizes, most commonly used in our work have only three sizes of slots?

"Do you know that these screws require three different sizes of screw-drivers?

"Do you know that slots in screws are rectangular in shape? Do you know that screw-drivers should be filed to fit the screw slots?

"Do you know that if the driver fits the slot there is no pressure required to drive te screw? Simply turn the driver.

"Do you know that if driver fits the screw slots you will not break screw-heads off? This prevents waste.

"Do you know that if driver fits screw-slot the danger of driver slipping is reduced to a minimum, preventing accident?

"Do you know that if driver fits screw slot and you simply turn the driver and no end pressure is necessary, you will not upset your ladder? This is Safety First.

"Have you a proper number of drivers in you tool-kit? Are the drivers properly shaped?"

GETTING IDEAS BY READING

"That gave me my idea for the block of wood," he said after we had finished reading the article he had handed us.

When a customer comes in for screws or a screw driver I show my little trick here, and it usually goes over because it has common-sense behind it, and a customer can see it with his own eyes."

"That's a corking good idea," we admitted, and then took occasion to congratulate him on the file sale that he had just made. He smiled his appreciation and then said:

"Wouldn't you think that some manufacturer of files would get up a cheap kit so that dealers could sell those four files all at the same time? I don't think it would cost much and it seems to me that it would help increase sales for both manufacturer and the dealer."

"That's a good constructive sales idea," we remarked. And so we pass it on for what it's worth.

Incidentally we would like to add, by way of conclusion, that they are not grumbling about any so-called business depression at Ike Weston's store. They are too busy devising and practising ways of increasing sales.

PROMOTING SALE AT A PARTY

Would you mind lending a part of your hardware stock to one of your girl employees so that she could take it to a party? Especially if she wanted to make it plain that her work in dealing with hardware goods was something to be a bit proud of and she wanted the guest to see with their own eyes just what she handled? Such a party was a success with girls who work in factories where some things handled in hardware stores are made; it ought to work out with girls employed by dealers.

When the Young Women's Christian Association of a Western city recently held an open house there was no lack of contact between girl members employed by two firms that make things for the home and the club women who were the guests. These girls had something they knew would interest almost any woman and they could talk about them—because they helped make them. Girls from one factory exhibited enameled iron kitchen tables and chairs, lamps and duplex lighting sockets. The young women from the other plants brought a toy motor and a toy washing machine. Althought the girls explained how these devices were made, their part in the work, and explained their good points there was no attempt made at out-and-out selling or advertising. This idea originated with the service center but is easily adaptable to any organization of working girls in connection with a public gathering.

Besides the house furnishings shown there were exhibited by the girls from the factories that made them such things as corsets, gloves, mittens, addressing machines, candy, inks, paste, show card colors, sport coats and other garments.

WASH LINE IN WINDOW

Recently the Hydro, shop, Windsor had a window display that reminded the housewife of wash-day. Clothes lines were strung across the top of the window by the glass. Hung on the lines at intervals were hand towels a letter being painted on each towel in order to spell out the particular make of washer. The towels were attached to the clothes lines by wooden clothes pins. The name of the make of washer was also spelled on the floor of the front centre with the aid of wooden clothes pins. An electrical washer was stationed at the right rear. At the opposite side was a cardboard cut-out of a tired-looking women.

VACUUM CLEANERS IN HARDWARE STORES

THE dealer who has a well-established reputation for reliability can depend upon personal appeal to a large extent in selling such items as vacuum cleaners This has been the experience of the Briggs Hardware Co.

They find, too, that satisfied users of cleaners are active agents in advertising them. Within the radius of half a mile there are a hundred or so vacuum cleaners purchased from his store, and they have the customer's permission to refer new prospects to them.

"I want a vacuum cleaner, but I am not sure whether I want yours or not. Do you know of any of your customers who is using one?" said a customer to one of the selling staff the other day.

He gave her the names of two people who had purchased vacuum cleaners of him and she went away, telling him not to send her one until she phoned. In a few hours a call came from her telling him to send her a cleaner immediately, with the bill, and she would have a check ready when it arrived. Certainly this was a simple and satisfactory method of selling.

Incidentally, the store carries only one make of cleaner. At one time they handled several types, but found it unsatisfactory as it caused confusion in the mind of the customer when even two different machines were demonstrated and made the selling process more complicated. So they decided to limit it to one and has found it very satisfactory. They chose the cleaner in which they had most confidence, the one which the manager prefers for home use, so that his selling arguments are backed by the conviction of actual experience.

They believe also in demonsration and service, employing intelligent salesmen, who thoroughly understand the cleaner he handles, to go into the homes of prospects and demonstrate the cleaner and also to follow up sales in order to be sure the article purchased is giving satisfaction and to make any repairs that may be necessary.

Mr. Dudley makes good use of his show window to let the public know what he has in his store. He does not feel that he can devote the entire space of a window to cleaners alone, but shows them in connection with other goods, giving them a prominent position and using display cards which he prepares.

He does not neglect the local newspapers and programs as advertising mediums, and uses, also letters and circulars giving description and cuts of the machine.

STOCK UP ON ACCESSORIES

Spring is here and motor cars of all sorts are appearing in greater number in the streets. Many of their owners who put off buying needed supplies until the spring are taking account of the things which they require to get their machines in good running order for the season.

Naturally, they will buy from the dealers who solicit their trade most effectively. In many hardware stores stocks of automobile accessories are low. Now is the time to replenish your supplies so that you may have the goods with which to meet the demand. You cannot sell automobile accessories by catalogue. You must have the supplies on hand when they are wanted.

ALUMINUM WARE CREATES NEW BUSINESS

How one class of merchandise can be used to advertise a store thus increasing sale of other goods.

ONE dealer who uses his window to attract business to his store finds that attractive displays of aluminum ware win many new customers who buy many other kinds or housewares. One Window trim which was particularly successful as a business-getter was devoted exclusively to aluminum ware.

Five pedestals were used in the window. Long strips of blue velveteen were run from the tops of the pedestals to the floor, were they where tufted gracefully. Several aluminum preserving kettles were placed on the pedestals and on the floor on the background of velveteen were arranged saucepans, spoons, trays, frying pans and double boilers. The window was very attractive, the rich blue of the drapery being reflected in the aluminum utensils, and adding to the beauty of the display.

The same dealer has found a novel way of using aluminum as a bait for new trade. Several women who were trying to find gifts suitable for a fourth wedding anniversary were at a loss as to what kind of gifts to choose for the occasion. They confided their troubles to the dealer, who suggested an aluminum shower. This met with the instant approval of the women, who finally arranged to have all of the other friends of the couple, whom they knew, join in giving the shower. In order to be sure that there would be a complete set without unnecessary dulication the entire selection was made from the stock of this dealer, who gave a 5 per cent. discount on the total amount. He attached a card to each article bearing the name of the donor, wrapped each article separately and packed them all in one case and delivered them on the day of the anniversary. Needless to say that besides selling sixty pieces of aluminum ware he won many new customers through this transaction.

This is an idea which may be followed successfully and worked out in various ways. There are occasions other than weddings anniversaries when aluminum showers can be given. Every bride-to-be would be overjoyed to have a shower of this sort and there are birthdays and other festive days when the idea of an aluminum shower would not come amiss.

A window display suggesting this idea could be arranged showing a complete set of aluminum utensils suitable for such a shower.

Women are always looking for some novel way in which to show courtesy to one and another of their friends and a suggestion of this kind from you, Mr. Dealer, would win their everlasting gratitude and advertise your name strongly to a large circle of prospective customers.

PUSH REFRIGERATORS NOW

A refrigerator is not an article merely to be displayed and sold in the summer time. Many stores have them on display all months in the year, and endeavor to sell to every new home erected and to every new family which moves to town. They may be featured as ideal holiday gifts, as the best sanitary preserver of foods in winter time, and so all-year round articles. Recent investigations show that there is only one refrigerator in every five homes. The other four will be easier if only high grade merchandise is sold the consumer as one satisfied neighbor sells another—and one generation will recommend to the next.

KITCHENWARE WINDOW DISPLAYS

By Ernest A. Dench

Some housewives are especially dilatory in replacing their worn out kitchen utensils. They will go on using the same pots and pans day after day, burning the food and spending double the time in scouring the pans.

Seeing how comparitively little it now costs to replace both aluminum and enamel kitchen utensils, it is a wonder they are not replaced sooner. Possibly the matter slips the memory of some housewives, but there is nothing that will bring home to them the height of their folly more than the convincing window display. Show them shining pots and pans in an attractive setting and it will be hard for any housewife to pass such an exhibit without stepping into the store.

These displays are not hard or expensive to make. The following actual suggestions even spare you of the necessary creative work in thinking up suitable ideas.

SMILING APPEAL OF SHINING PANS

W. C. Stearman, Vancouver, B. C., hung aluminum kitchen utensils down the rear and side panels. The pots and pans shone like silver, with a: "Keep on Smiling" sign inside each utensil One smiled, to catch a reflection of one's self in the shining pots and pans. Cards placed about the floor of the window with aluminum ware in between were captioned as follows:

"Aluminum goods that have the stamp of quality."
"Things you need every day of your house keeping life."
"Our clerks are the best. Our goods likewise."
"Man works from sun to sun, but women's work is easy done if she buys her household appliances from us."

ALUMINUM FOR CHILDREN

Art Watson, Toronto. had a special window showing of aluminum for the kiddies. This exhibit proved a great attraction to children who like to play at being housewives, but the appeal was made doubly strong by placing a child's small table at the center of the trim. The table was covered with a dainty little table cloth, with the small aluminum dishes tastefully arranged on it.

THE SATURDAY SPECIAL

W. G. Edge, Ltd., Ottawa, are keen on having a Saturday Special Every week-end some household articles is singled out for special attention, the price reduced also making a strong inducement. In bold, black type, spread over three newspaper columns to a depth of eight inches, was the following typical announcement:

"For this week-end a potato pot, four quarts, solid aluminum with cover. Regular $2.50—Edges Saturday Special—$1.89."

The potato pot was illustrated by a small cut at the front right hand corner—the place where one generally looks first of all. Little boxed in messages at each corner were as follows:

"If you housekeepers want Genuine Bargains this Fall and winter, watch Edge's Saturday Specials."
"Prepaid Mail Orders Reaching us not later than Monday will be accepted at this price."

The window display was piled high with these potato kettles, each price tag bearing the slogan as below.

"The Better the Kettle, the Better the Food."

STORE AIDS SAVE THE SURFACE CAMPAIGN

Chatham Store Issues Interesting Store Paper to Boost Sales of Paint and Other Spring Lines—Holds Competition for School Children.

Written By A. L. McCready for Hardware and Accessories

Last year the Willard Hardware Co., of Chatham, Ont., recorded an increase of 30% in paint sales as compared with their sales for 1920. As no particular advertising campaign had been conducted the management feel that easier prices and the Save the Surface Campaign are entitled to some of the credit for the increase.

The store prides itslf in its paint department and keeps close tab on the movement of its paint stock. Record is kept of every quart of oil, paint or varnish sold. At any time the store can check up and see just what turnover has been made for any given period.

Window space for paint and accessories displays were allotted with stater frequency. Manufacturers' and Save the Surface trims were used freely in these window trims. Outside of window displays and distribution of color cards and circulars the store conducted practically no other advertising for the year 1921.

This year the Willard Hardware decide to give the paint department a little special advertising. The newspapers offered their field but the management preferred an advertising scheme that was all their own. An ad. in the paper, amongst other ads. must be of a sizable space to attract attention. When there are two papers that must be considered to cover the field this sizeable ad. amounts into money if given a fair trial for a reasonable period.

Sizing it up the store decided to take the appropriation for advertising and invest it in a store paper. The idea looked good. No other store in the city was issuing such a paper, and this enhanced the value and novelty of the idea. There was no competition in the store paper field as compared with an ad. in the newspapers. Then again everything in the store paper would be about the Willard store.

Having decided on the paper the firm resolved to make one worth while—not a circular printed on cheap paper to be thrown around promiscously, but a paper made up on good stock, well printed and with contents to claim a reading.

The idea finally evolved as a small magazine. It cost extra money, but it had the distinctive touch. Enough copies were printed to ensure one for every home in the city. Then they were delivered, some by trustworthy carrier and others through the post office, making sure that the magazines reached their destinations.

From cover to cover the magazine emphasizes the Willard Hardware. Willard's News and Views as its name appeared on the title page and was continued throughout as a running head on every page. The magazine announced itself as Vol. 1, No. 1, to appear every now and then in the interests of the Willard store and customers. The number in hand was dedicated as "Save the Surface Edition."

Throughout paint was emphasized in illustration, editorial, ads. and remainders. Hints and recipes for painting were also used. Editorial on housecleaning and spring brightening up kept the paint idea in view. Even a short fiction story emphasized paint. Wherever possible some-



A splendid shelf and counter display in Willard Hardware Company's "Save the Surface" Department

thing was mentioned about paint on nearly every page of the book.

One point kept in mind, however, was to avoid offence in suggesting buying. The point was made clear that the store had the stock and invited inspection, but refrained from insisting on a preference over anyone else.

Lighter material in the nature of jokes and humorous articles were used in the magazine. Other lines of stock, particularly electrical appiances, were advertised, but mainly from the point of hooking up with the brighten up and clean up idea. Paint was the theme of the scheme and this the magazine endeavored to emphasize.

Another scheme was a key that aimed toward ascertaining attention received by the magazine and at what points in the city. A picture without a title was inserted in the magazine. Three cash prizes were offered school children for the best titles. A coupon for the title and the entrant's name and address was printed with the picture.

The idea of the contest was to gain attention in the home. If the parent perhaps passed the magazine by, the youngster by discovering the contest would bring interest to it and the magazine. Then again the replies coming from children in different parts of the city would afford a means of checking up the assured circulation of the magazine.

The management of the Willard Hardware feel confident of results from the venture. While many other paint dealers are concentrating on window displays and lesser advertising the Willard store carried the campaign right to the home. Not every home will prove paint purchasers any more than everyone who sees their window trims, but they have the assurance of having reached every possible prospect in the most direct and perhaps novel manner.



Attractive paint window display at Willard Hardware Co's. store, Chatham.

FEATURE "WEATHER BARGAINS"

"There won't be much doing today," is the remark which most merchants make upon a rainy morning. That this is a condition easily overcome is shown by one enterprising merchant's "Weather Bargain Plan."

When the day threatens to be rainy, this merchant goes through the store, picking out items upon which he can make special prices. He then puts these items at various places through the store with red display signs announcing the baragain price. The cards carry the heading, "Weather Bargains."

His customers have become familiar with this plan, and on rainy days, many people will make a special trip down town to see "what's on Mr. ———'s 'Rainy Day' list."

This is a simple scheme to turn a dull day into a bright one and, incidentally, it may be used to quicken the turn on slow moving items.

Of course, the success of any play of this kind depends upon making the items in question particularly good values in order that interest may be kept up.

This Dealer Used Originality

Two Unique Window Displays that Attracted Attention and Sold Goods—Windows that first Attracted Attention and then Created the Desire to Buy.

There is a paint store in a Western Ontario town that always has a snappy window. You will find someone looking into that window almost any business hour of the day. There is always sonething there to make the onlooker think. This dealer recently placed in the center of his window a large framed picture, life size of a Maori Chief of New Zealand. Little connection one would say with paint but, in the corner of the picure a card call attention to the fact that a certain kind of gum was found in the country where this tribe made its home and at once interest was created.

A display such as this first arouses interest. As the onlooker makes investigation the whole story is brought home to him in a very effective way. If he is interested at all he will make further inquiries and possible become a buyer.

On another occasion this same dealer directed attention to his wood finishes in a very effective manner. In the show window a highly polished wood panel was set up, and on it were placed several half worn shoes, in men's, women's and children sizes. A large sign just above announced that the family shoes would have a very hard time to destroy the beauty of these finishes. The background was draped in heavy cloth and in the centre of it was hung a slab coated with this finish. A card announced that a gallon of this finish would cover so many square feet of surface. On either side showing up well against the background were displayed a number of different sized brushes suitable for applying it, also the nature of the labels, so that a prospective buyer would recognize them thereafter.

These are but two of an endless number of such windows this dealer used to good effect. The spring season is the time of the year when paint dealers should see that their windows are particularly attractive and inviting. It is the man who has no idea of buying that a good window will bring into line. If a window accomplishes this purpose it is doing what it was intended to do. Nothng will attract quite so much notice as a novel arrangement of goods, something different from anything that has been shown by competitive stores.

Whatever the nature of the display it must be closely related to paints for you may have a display that commands wonder of those who look at it, but to produce actual sales it must be associated in some way with the goods you want to sell.



SUGGESTIONS FOR SELLING BRUSHES

At the May meeting of the Toronto Hardware and Paint Club on Monday, May 8, the manufacture and sale of brushes were described in an interesting address by J. Billinghurst of the Boeckh Co., Ltd., Toronto.

The difficulties encountered in obtaining stocks of bristles by manufacturers and the many changes which had taken place in the sources of supply during the past 35 years were outlined by Mr. Billinghurst, Russia being the producer of 70 per cent. of the bristles used a quarter of a century ago, while to-day, owing to war and famine, Russia is able to supply only a small quantity with great uncertainty regarding the future. The pigs from which Russian bristles are obtained run wild and not being ordinarily used for food, while in China and France the pigs are fed for food and the bristles are finer and costlier.

Russian bristles before the war were collected and sold by auction at the bristle fairs, being bound with cord in varying lengths from 3½ to 11 inches and packed in 600 pound casks. The French and China bristles, however, are more carefully packed and are obtained wrapped in paper bundles.

In the process of manufacture, the bristles are arranged according to the various sizes desired, each quarter inch length being a separate size, and are then washed, bleached and combed, a solution of soda and sodium then being used to remove the animal matter, the root of the bristle being essential in order to make a good brush.

Canada is not a source of supply, as pigs are ordinarily killed at six to eight months of age and the short bristles obtained are mostly used in upholstering.

The development of the brush industry from the time when the first brush was produced with small bristles tied on the end of a stick with twine to the rubberset brush was described and some interesting selling features were explained regarding the care of brushes in the dealer's store and in the use of the brush by the customer.

Mr. Billinghurst condemned the soaking of brushes in water, stating that the proper method was to soak the brush in boiled linseed oil the night before using, the oil filling the various pores in the brush and preparing it to give its best use. After using, the brush should be wrapped in paper and left to soak in coal oil, as many brushes as are in use being kept in the same can of oil in this way. To use the brush again a week or a month later, all that is necessary to do is to brush it out and it is as good as before. If the paper is properly folded to prevent the curling of the bristles and carry the weight of the brush, there is no danger of the bristles curling. After the painting is completed the brush should be washed in warm water and soap, wrapped in paper and put away for another year's use.

Many hardware dealers, said Mr. Billinghurst, keep brushes in drawers, taking the paper with the manufacturer's instructions and guarantee off and the brushes mixed up promiscuously, the various sizes becoming scratched and the brushes deteriorating in appearance and value. The whiting used in their manufacture and the dust in the store gathers in the unwrapped brushes and moths find them a good nesting place for eggs, having a particular liking for the camel hair and finer brushes.

The manufacturer finds the best way to care for brushes is to wrap them in paper and pack them in boxes, and the wise dealer will keep his stock in the original packages in order to avoid loss and find out which are the best sellers. "Which is preferable?" asked Mr. Billinghurst, "to keep them properly wrapped in original wrappers or to throw them in a drawer to become scratched, dusty and moth eaten?"

Hardwaremen should encourage the sale of better brushes, as there is more profit and satisfaction in their sale, although it was too often the custom to cater to a customer's request for a cheap brush where stove pipe enameling or a small quantity of varnishing was to be done.

Floor brushes have almost trebled in the quantity used during the past 25 years, and if dealers will display them prominently the sale will steadily increase to take the place of the older style corn broom. "Mark them with plain figures and let them sell themselves," was Mr. Billinghurst's advice.

If moths are found in the brushes, benzine should be used to eliminate moth eggs, a slight dipping of the brush in half an inch of benzine in a pan destroying the eggs and worms. If benzine is not available, coal oil can be used, it being equally satisfactory as a moth and dust preventer.

Factories using a large number of brushes drill a hole in the handle and leave the brush hanging in raw or boiled oil. Turpentine is not satisfactory, as it evaporates quickly.

Rubberset brushes were said to be the most satisfactory when paint remover is used.

TORONTO CLEAN-UP WEEK A SUCCESS

"You never can tell me again what can't be done," said F. J. Penberthy, manager of Lowe Bros., Ltd., paint manufacturers, at the meeting of the Toronto Hardware and Paint Club on May 8.

When the Clean Up and Paint Up was first suggested, many dealers did day's papers, 129 retail dealers' names were very doubtful about being able to put it over, but with the help of the paint salesmen and real hard work on the part of the manufacturers and officers of the Hardware and Paint Club, the Toronto Clean Up and Paint Up Week is a great success.

In the full page advertisement in to-day's papers, 12 retail dealers' names appear, each of them paying $5 to participate in the campaign, and since the list closed many last-minute dealers' applications have had to be refused.

For the $645 which the retail dealers contributed, each of the 129 dealers, in addition to having their names appear in all the Clean Up and Paint Up advertisements in the daily papers during the last week, and this week, have also been supplied with window trims, stickers and other advertising matter worth at least $3,000 if printed in Toronto, but obtained at less cost from the Clean Up and Paint Up headquarters in St. Louis, duty being paid of $78 on 189 pounds of this lithographed window trims, etc., in one shipment.

Mr. Penberthy gave great credit to the assistance given on the part of the salesmen of manufacturers who had helped to make the campaign a success. Mr. Smyth of Boeckh Bros., Ltd., lead amongst the salesmen with twenty $5 subscriptions obtained from dealers.

Great satisfaction was also expressed at the fact that official approval of the campaign had been obtained from the Medical Officer of Health and the Street Commissioner at the Toronto City Hall and the co-operation of the wholesale seed houses had also been solicited in the campaign to Clean Up and Paint Up and beautify the city.

NEW RUBBERSET WAREHOUSE

The Rubberset Co., Sullivan St., Toronto, have opened a branch warehouse for eastern Canada at 13 St. Peter St., Montreal, the sales representative for Quebec, C. M. Hodgon being in charge. The increasing sale of Rubberset brushes in Eastern Canada has necessitated this expansion of the Rubberset Company's warehouse capacity.

Makes a Test of Paint in Their Window

Western firm buys paint from Competitors and allows Customers to test out Samples

IT is no uncommon thing to have a hardware store advertise their paint as the "best" on the market, the kind that goes furthest, the kind that stands exposure to the sun, wind and rain the best, and similar proofs that seemingly ought to convince the most skeptical.

But advertising writers are skilful, and the wary public, careful lest it should be taken in too frequently, is apt to steer clear of some of these statements.

Everton & Sons, a western hardware firm, believe in making actual comparisons and tests so that there need be no fear of overstatement, and by doing this on a recent paint campaign which they staged, they were able to increase their sales and make permanent customers of a large number of people who found that the paint this store was selling was really good paint.

Everton & Sons put in a "paint test" window where in they showed a number of test sheets which demonstrated clearly the spreading and covering capacity of the different brands of paint sold in their town.

A Fair Test for Every Brand

As can be seen by the ad, they did not hesitate to tell the public just what they had done, and what the results were. The store bought a can of grey paint from each of the other stores in town handling paint, and then took an equal quantity of each brand by means of a small glass measure holding exactly five cubic centimeters. In every case a new brush was used to spread the paint on the test sheet.

The different brands of paint were represented with numbers and there were thirteen brands used in all, including the brand that the store was featuring. It was found that this brand covered forty-five more square inches than the next highest brand. From there they ranged all the way down to as little as ninety-eight square inches, while the brand the store was featuring covered 312 square inches.

Bear in mind that there was exactly the same amount of paint in each sample, a new brush was used, and a test sheet of exactly the same kind.

Customers Invited to Test Paint

Furthermore, the store extended a general invitation to everyone to test out their paint, by coming to the store. If a ready mixed paint was desired to be tested, the store told people to bring the original can, unopened, and stir it with their paddle, and then make the test.

What was the result? The paint test window referred to in the advertisement brought a great many people in to the store, and since the spreading qualities of any paint are important, the store cashed in on their test, and cashed in very satisfactorily.

SEE OUR

"PAINT TEST" WINDOW

In our Window we display a number of test sheets showing the spreading and covering capacity of the different brands of paint sold in Logan.

We bought a can of gray paint from each of our competitors. A little glass measure holding five cubic centimeters was used to take an equal quantity of each brand and a new brush was used with each sample. Below we give the results of our test, using numbers to indicate the different brands of paint. Anyone who is interested may see the original can from which the sample was taken.

Brand No. 1 Covered 156 Sq. in.
Brand No. 2 Covered 98 Sq. In.
Brand No. 3 Covered 128 Sq. In.
Brand No. 4 Covered 216 Sq. In.
Brand No. 5 Covered 144 Sq. In.
Brand No. 6 Covered 208 Sq. In.
Brand No. 10 Covered 267 Sq. In.
Brand No. 11 Covered 154 Sq. In.
Brand No. 12 Covered 202 Sq. In.
High

Note the great difference in the STANDARD PAINT 312 Sq. Inches value of these paints although there is but little difference in the retail selling price. The chemical analysis of every can of Paint is on the can—It's pure—And besides it's ground finer and mixed better than other paint.

Test Our Paint

Yourself

FREE!

We invite all paint users, all painters, all paint merchants and all school classes who are interested, to use our equipment in testing the spreading and covering capacity of any brand of imported or home mixed house paint as compared with Paint.

If you wish to test a ready-mixed paint, bring it in the original can unopened. Stir it with our paddle. Our own tests show that Paint is far superior to any other kind. It spreads easier—It spreads farther—It covers better, and being made of the best material it will last longer.

EVERTON & SONS

AGENTS

This ad showing the results of the test as well as carrying o good selling talk on Everton's paint, made a big impression and helped sales tremendously.

PAINTERS AT STORE MEETING

Nearly a hundred painters and decorators from Vancouver and vicinity attended a smoker recently held in the store of Hunter-Henderson Paint Co., Ltd., in response to a letter of invitation reading as follows:

We are having a Social Smoker in our store on Tuesday evening, the 13th, at which Mr. Harry Champelovier Sales Manager for the T. S. Simms & Co., will give an illustrated talk on "Brushes."

Mr. Champelovier is one of the best posted brush men on the American continent, and when he was here last year gave us a talk on "Bristles and Brushes," which was so very interesting and instructive that we asked him if he would be good enough to repeat it before our decorator friends. This talk will be illustrated by lantern views, showing work in process in the Simms company's modern plant.

We hope you will be with us on Tuesday evening and bring any of your men you care to , as this is a most interesting address on a subject every decorator is interested in. There will be no solicitation of business in any way, the Social Evening being purely of an educational nature.

Please note the time, 8 p.m., on Tuesday the 13th, and reserve the date.

Yours truly,
HUNTER-HENDERSON PAINT CO., Limited.
H. I. Henderson, Secretary.

P.S.—We are clearing the floor and there will be lots of chairs and smokes.

Other Canadian hardwaremen could to advantage hold similar store meetings by inviting master painters, carpenters or other customers to hear salesmen who will give addresses of an educational nature.

INCREASED FILE SALES 400%

Sutherland & Stelck, Dauphin, Man., finding that files were not moving fast, now display them on top of a table, each article having a price ticket attached. People who are interested can handle them and arrive at a choice without the help of a salesman. The proprietors realized that customers seldom, if ever, came to the store with the specific purpose of buying files, but the table display has increased sales around 400 per cent., Mr. Stelck says.

Planning a Clean Up and Paint Up Campaign

Begin Now for a Fall "Clean Up" in Your Town—Make it an All Year Campaign.



The successful Clean-Up and Paint-Up campaign in any city, large or small, is the campaign that **accomplishes its program**, large or small. This is the fact to remember when planning the program, determining the number of committees, and choosing their chairmen.

It is well to select at the first meeting only the chairman of the general campaign committee, the secretary and the treasurer, and the chairmen of the committees on Survey, Finance, and Publicity—all these constituting an organization committee, which, after securing the publication of the campaign proclamation, and after a consideration of local conditions, will advise with the general chairman on the scope of the campaign program and the personnel of the committee chairmen to be entrusted with these various forms of the campaign work. The chairman should announce all these committees and their chairmen within a week after the first meeting and call them all together for a "Get to Work" meeting.

Don't have too many committees—nor too few. Select chairmen who are interested and capable in the work to which they are assigned. The mass effect of the campaign frequently brings success to a worthwhile local cause that for years has been the "hopeless hobby" of a few

A community survey, by blocks or streets is indispensable for thorough, permanent results. This should be made on cards, a good form for which is shown below. The inspections may be made by the city's sanitary or fire inspectors; or by a captain in each block. In some cities these block captains are appointed and given badges by the Health or Fire Prevention departments, while sometimes high school children, or property owners or tenants themselves, make these reports. Successive inspections, and the co-operation of the campaign committees with the city departments and other interests in following up these inspections, are very important.

In the thousands of communities that regularly conduct Clean Up and Paint Up campaigns, many and various phases of work are undertaken as indicated by the committees named below; most campaigns having committees at work on about a dozen of these activities; in addition to the committees on Survey, Finance and Publicity.

Campaign Contests — in essays, posters, best kept yards, gardens, residences, grounds, etc.

Campaign Co-operation—to enlist all interests and organizations in specific work. These include the city departments, business and civic organizations, the churches, schools, Boy Scouts, Camp Fire Girls, real estate and improvement associations, etc.

Campaign Street Parade.

City Planning.

Continuous Campaign—to adjust program for emphasis of seasonable work in Fall, Winter, Spring and Summer.

Elimination of Surface Wells.

Filling Stations—their sightliness and safety.

Fire Prevention.

Flower Boxes.

Health and Sanitation.

Housing Conditions.

Keep It Up—"to make the campaign continuous and help people 'get the habit' of keeping spick and span. Four-minute speakers, the ministers, the newspapers, and the schools can help in this."

Lawns and Sodding.

Laws and Ordinances.

Materials and Labor—"This committee, as First Inspection Reports are turned in, refers to all the dealers, contractors, etc., the names and needs of all those who ought to be in the market for repairs, materials, labor, etc."

Milk and Dairy Conditions.

Neighborhood Conservation.

Office Buildings.

Own Your Own Home—co-operating with real estate men.

Pest Extermination—flies, mosquitoes, etc.

Play Grounds.

Property Preservation — carpentry, masonry, plumbing, painting, roofing, tinning, etc.

Public Buildings and Grounds, including churches, schoolhouses, railway property, etc.

Public Waste Receptacles.

Report and Exhibit—"to publish annual report of campaign, and to arrange for public exhibits of results by graphic charts, etc."

Restoration of Neglected Districts—Almost every city has its twilight zone, between the live business district and the good residence districts. These districts generally harbor health and fire risks that menace the whole community. They suggest to investors the instability of city real estate values, and increase housing, transportation and employment problems.

Sanitary Markets and Stores.

School Plays and Pageants—a one-act playlet, "Civic Friends and Foes," sent free on request.

Smoke Abatement.

Store Fronts—"get them painted and the windows cleaned and filled with attractive displays of goods needed to make Homes and Towns Beautiful."

Stores and Factories.

Streets and Alleys.

Thrift Gardens.

Thrift Stamp Exchange—for waste paper, rags, etc., and thrift garden products.

Town Thresholds—"to make pleasing the first impressions of visitors arriving by rail or rubber."

Tree Planting.

Unsightly Buildings.

Utilization of Waste Products.

Vacant Lots.

Condition of Public Places, Street Cars, etc.

War Memorial.

Weed Extermination.



SERVICE



CONFIDENCE



FAIR DEALING

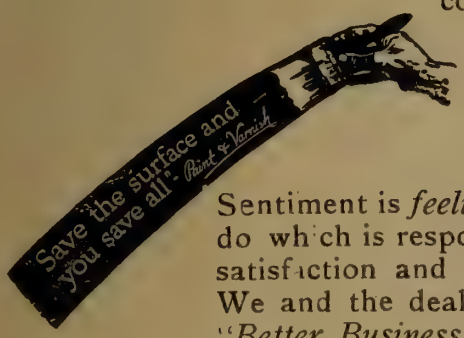
SENTIMENT AND CHARACTER



"I have never looked upon this Paint Business as altogether a money making business. It is more than that. It is a man-making business."

IN these words often reiterated, our late President, Mr. Houston Lowe, speaking before his business associates made clear in no uncertain manner the policy which is at once the sinews; heart and mind, of Lowe Brothers' Organization.

Mr. Lowe is dead. But he has left behind him to perpetuate his name; character and principles, his son Mr. John Lowe—who, like the idealist his father was, guards jealously the big, human, square, friend-invoking principles which above all else are responsible for our happy connections.



Sentiment in Business? Yes, of course!

Sentiment is *feeling*—and it is that "feeling" injected into everything we do which is responsible for the wonderful and gratifying testimonials of satisfaction and pleasure received from our "High Standard" Agents. We and the dealer are *one*—working together toward a common end—*"Better Business."*

Lowe Brothers, Limited.
PAINTMAKERS — VARNISHMAKERS
TORONTO — CANADA

Some Sales Ideas For The Paint Department

Seasonable Suggestions from the American Paint and Oil Dealer—Will help "Clean Up and Paint Up" Campaign—Get some of them working for you.

PROFITS IN PAINT ACCESSORIES

Our policy in the paint selling game, writes J. F. Kelly, of Frank Bownes Co., is based on the so-called "endless chain" idea. We find that an article properly sold suggests something else that may or could and should be sold to make a future dependable customer of a possible chance buyer. For example, a can of paint suggests a brush, a thinner, possibly a wall size to prepare the surface or patching plaster to repare the surface. Patching plaster suggest a trowel, etc.

Varnish also suggest a brush, sand paper, steel wool, possibly a remover or floor cleaner to put the floor or other surface to be varnished in the best possible condition.

By working along these lines we keep the cobwebs off our stock, making many turnovers and deriving a satisfactory profit.

We know by heart the good properties of most every article that we sell, but at every opportunity afforded, we read the directions on package or can to the customer which enables us to sell in many cases one or more of the extras suggested in the label.

This is one of the very many selling opportunities coming come up during the day that can be worked out in a profitable manner.

Recently we advertised 500 gallons of a popular motor oil at a special price for three days. During this sale we displayed in our window sponges, chamois, auto soap, radiator compound and other auto specialties featuring a large sign in the centre, calling attention to the price of the oil as advertised. We sold a large quantity of oil and cashed in, in a big way, on all the specialties.
and cashed in, in a big way, on all the specialties.

We use our windows to advantage in practical demonstrations of varnish remover, auto enamel, glass cutting and so on, and feel that we are well rewarded for our efforts.

Varnish remover and auto enamel window demonstrations are wonderful business-getters at all times as they suggest so many different side issues.

We give every article in our store a chance to make good by having our windows, advertising, stock arrangement service and salesmen work hand in hand.

A can of paint cut in half and fastened to your show window, makes an attention arresting display. "Cracks" in the glass can be painted on with green and white paint, and the paint splashes, dripping down from the can, can be made with white or red paint.

Spring house and cleaning of rugs and carpets call for much repainting of floor surfaces. This is a good opportunity to push inside floor paint with an effective window and some show cards.

This is the time when most home gardeners are looking over their garden tools — rakes, spade handles, wheelbarrows, lawn mowers, etc. This is an opportunity for an attractive window on the right line of paints for refinishing these articles. A general utility paint or a wagon and implement paint will fill the bill nicely.

Lawn swings and seats, porch chairs and all outdoor furniture need painting. This is an opportunity for the sale of porch and lawn furniture finishes, steel wool, etc. Get the porches ready for the summer use. Rain, heat and hard wear make it necessary to use the best porch and deck paint. Fences, sheds, lattice work and rough outdoor surfaces need painting and brightening. An opportunity for a less expensive outside utility paint.

Line up a few house paint jobs in your town right now and concentrate on it. When the manufacturer's representative calls, have him call on these prospects with you.

In spite of the lower prices of automobiles, most auto owners find it necessary to continue with the old car, particularly because most of the old cars were bought at high prices and the owners cannot realize enough on them in a sale or trade to do anything but drive them. This is an opportunity for the sale of auto finishes. Take advantage of it. This includes top dressing, automobile cleaners, polishes, enamels, varnishes, etc.

House paint should be the big driving power behind your spring campaign, and you should feature it in at least three to five special windows during the height of the painting season. Some dealers are planning seven or eight.

Many linoleums could be greatly improved and their life lengthened by the use of the proper varnish. Vacation time is coming and thoughts should be given to work on school buildings. The live dealer never overlooks an opportunity.

If your store is near any water, take an advantage of it by pushing marine finishes for motor boats, launches, canoes, row boats, etc.

The spring months bring many weddings. In the late spring the young folks also come home from school. Guest rooms, bath rooms and bedrooms all need enameling. This is an opportunity for an effective window and sales appeal.

Don't forget the Clean-Up and Paint-Up Campaign. When it is announced for your own town make it a big event for your store with special window displays and a thoroughly tied up campaign.

One dealer put a miniature bungalow in his window and stretches a coat over it with a sign "Your home needs a new coat."

When you start to wrap the package up, have a 10c package of sandpaper handy, suggesting that the surface be well sanded before the finish is applied. Have your brushes in the rear of your wrapping counter suggesting the proper brush for the proper kind of work.

Take advantage of the general reduction in paint prices by featuring it with a store card, reading something like this—depending on the exact figures in your store:

Paint for this house
last year cost.....$35.00
This year..... 24.50

Your saving.....$10.50
Everybody can afford to paint now.

One live paint dealer quotes the cost of paint at 1½c per square foot. When the customer asks the cost per gallon he does not give it, but bases his sales story on the cost per square foot. He weighs his paint before the prospect and suggests purchasing paint by the pound. Real paint value demonstrated in this way always appeals to the customer, and the question of price per gallon is subordinated.

Many live paint dealers have paint bargain counters for goods selling at reduced prices. Merchants who follow this plan seldom have overstocks or dead stocks to contend with and their inventories are always clean.

One dealer made an effective window with a can of paint and a bank book in which was tucked a number of bills with the edges showing and a sign reading "Painting now means dollars in the bank later on."

Once a week the customers of a merchant in Illinois receive a multigraph letter handbill giving a number of special paint bargains being offered during the week.

SELL MORE SCREEN PAINT

This is the season of the year when people are beginning to think of getting out their screens and porch furniture. Before they are used, they ought to be painted; it's real economy to do it .

A good way for paint dealers to make people think of this is to take a window screen and a porch chair, paint one-half of each and put them in the store window.

Hang a window card near them, reading :

"The painted side looks twice as well and will last twice as long. We sell the paint. Get your can now."

Paint dealers shouldn't expect people to think of these things themselves; they have their own business to think about, you know.

NEW FIRM AT BRANTFORD

The Ruddy Mfg. Co., Ltd., has purchased from Ham Bros., Brantford, the part of their business devoted to the manufacture of kitchen cabinets, bed springs, and bee-keepers' supplies, Ham Bros. continuing to manufacture refrigerators and window and door screens.

Arrangements are being made with a large United States kitchen cabinet manufacturing concern whereby the Ruddy Company will manufacture their line in Canada.

On the Board of Directors are: George S. Matthews, Fred W. Frank, John S. Dowling, E. P. Park, Charles L. Messecar and John R. Varey, with Joseph Ruddy as chairman of the board.

FROST FENCE

Angling for business

IS pretty much like fishing for trout. Keep a light on the fence situation, and you will pull in results. Keep Frost fence always conspicuous. Never lose an opportunity to point out the advantage of the Frost hold-tight lock, the extra galvanizing — the extra years of service that these things mean to the farmer. Remember that the service Frost fence gives is a good-will builder for every line you sell. If you realize that point you will angle for Frost fence business with a right good will.

Frost Steel and Wire Company, Limited

Hamilton -:- Ontario

Galvanize and Bright Wire: Hay Wire and Bale Ties: Woven Wire: Farm, Factory and Ornamental Fences: Galvanized Gates: Manufacturers' Wire Supplies:

For Your
TIN SHOP
Bright, Galvanized and coppered wire

"YANKEE" VISES

FOUR SIZES

With Detachable Swivel Base



Your Jobber will supply you.

Dimensions	1991	1992	1993	1994
Jaw Opening	1 1/2	1 15/16	3 1/8	4 in.
Height Over All	3 1/8	4 1/8	5 3/4	12 1/4"
Length Over All	4 5/8	6	8 3/4	7 5/8"
Net Weight	3	6	14	41 lbs

This vise is accurately machined on the bottom, sides and end, for use in holding work in several positions on drill press, shaper, etc., allowing it to pass through several operations before necessary to change it in the vise. An entirely distinct feature in vises and one that is quickly appreciated by Tool Makers, Pattern Makers and Machinists.

NORTH BROS. MANUFACTURING CO.

PHILADELPHIA, PA.

NEW CAMP STOVE

There is no meal tastes quite so good as the one cooked out of doors—over blazing coals and served at the journey's end. It is the most enjoyable part of a whole trip provided your equipment includes a camp stove that is built right, as for instance the new "Iron Horse" camp stove which, it is stated, can be assembled in a minute's time and is as rigid as if made from one piece of metal. It has a perforated metal bottom plate for the coals, and a heavy wire grating above for holding the food to be cooked, while notched openings at either end insure proper combustion and a good fire.

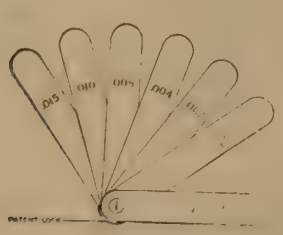
And then there is an oven attachment with its hinged cover and tray which can be hung on the side of a stove in an instant or folded away in a space less than one inch high. It is built of a high quality of sheet iron, spot welded together and carefully made. These stoves are the product of the Rochester Can Co., Rochester, N.Y., who state that they have put much careful thought into the planning and manufacture of their camp stove.

NEW LUFKIN GAGE

The Patent Lock on Thickness Gages, just brought out by The Lufkin Rule Co. of Canada, Ltd., Windsor, Ont., is an entirely new thing and a feature of much interest to all users of such gages or feelers. By means of a locknut any one or more of the leaves can be locked and held firmly in any position. This feature adds to the value and convenience of gages on all classes of work.

In a special way certain of these gages will appeal to automobile mechanics and garage repair men. For example, in making adjustments of tappets on motors the leaf in use being held firmly by the locknut permits the use of the gage in its full lngth of 5½ inches, and the feature of the locked leaf is almost indispensable where work must be done at an angle, as on V type motors. Then too, gages No. 06 and No. 07, 6 and 7 leaf, contain only the thicknesses most commonly used in automobile work, and while first class tools, yet can be offered at a popular price.

No. 06 carries leaves size .002, .003, .004,



.006, .010 and .015; No. 07 is same with the addition of .0015 leaf. No. 09 has 9 leaves, a good range of sizes. On these three gages the .015 leaf and name plate form the case and the others when closed and locked are well protected. No. 109 is a 9-leaf, same as 09, but with regular case. On all, the blades are ½ inch wide and three inches long. On these gages any two or more leaves separated from the others and locked convert the tool into a limit gage. The removal and inserting of blades are easily accomplished.

Lufkin Thickness Gages are of highest grade and best design. Each leaf is accurately ground to thickness, tested and marked with its thickness.

The Lufkin line of Mechanics' Fine Tools now ready for the market includes also Combination Squares, Steel Scales and Hook Scales, Depth and Center Gages, with the other kindred items soon to be added. Catalog Supplement on Mechanics' Tools gladly sent on request.

A LAWN MOWER SHARPENER

The ease with which a lawn mower may be sharpened is well illustrated by a patent lawn mower sharpener placed on the market by the inventor, Walter G. Hill, 4135 North Kenneth Ave., Chicago.

The device clamps to the bracing bar of the mower regardless of whether the bar is in the centre or to one side. The sharpening bar is adjusted to meet the proper angle of the revolving blades, the four wing nuts are tightened, and the two light tension springs hooked on, as can be seen in the three illustrations. The mower is then pushed along the sidewalk for a distance of from 50 to 100 feet and the revolving blades coming in contact with the sharpening bar are readily cut down accurately. The device is then removed and the sharpening bar is used to touch up the lower or sweeper blade. Adjustments are then made and the mower is ready for use.

BRICO PISTON RINGS

The British Piston Ring Company Ltd., of Coventry, England, have established a branch in Toronto, where a full line of their Brico Rings are being carried for all Canadian and American made cars.

These rings are all made to the 2 K 6 Iron specification, originated by them. All rings supplied the British Air Board and to all Government Departments must be of 2 K 6.

Brico Rings are perfectly round in the cylinder; are scientifically hammered to secure equal radial pressure under all conditions of temperature, thus eliminating any possibility of leakage; and are machined to exceptionally fine limits by specially constructed automatic machinery.

WINDOW REFRIGERATOR

Rochester Can Company, Rochester, N.Y., announces the window refrigerator pictured here. It is installed on the window ledge, just outside the kitchen window, being attached by four screws to the window casing. It swings on a side bracket which moves it out of the way for washing the window. It keeps the food cold and always conveniently at hand—simply raise the window and open the refrigerator door and the food is at the finger tips.

ADVERTISE NEW GASOLINE TANK

The High Park Garage and Supply Co., Toronto, recently installed a new gasoline pump and to advertise the pump to gasoline users in their district, they mailed a typewritten circular to every name on their mailing list and enclosed a circular asking customers to fill in their name and address and give an estimate of the number of gallons of gasoline sold by the High Park Garage during the year 1921. The nearest twenty guessers they offered to supply five gallons of gasoline free.

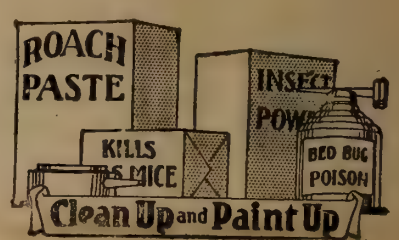
The circular announcing the competition was headed "Free Gasoline Week" and read as follows:

Are you sure you get full measure when buying gasoline? We are always careful to see that our customers are never cheated, resulting in very few complaints. Never-the-less, there is ever present the danger of a dishonest employee, or the pump itself, having a small valve to hold the measuring chamber full, may leak a little (gasoline you know is hard to hold) and allow some to flow back to the tank. The customer then does not get full measure, no matter how conscientious and honest the proprietor may be.

We have installed a new super-visible pump that absolutely overcomes any possibility of the customer not receiving full measure. This pump has all the good features of the old one, but in addition, the amount of gasoline you are buying is shown in glass containers, accurately marked off in gallons and half gallons before it enters your car. All that is necessary to satisfy yourself that you are getting what you pay for, is to glance at the measure and see that it is filled to the proper mark, just the same as you would glance at a scale when buying anything sold by weight. Isn't this the proper way to buy?

Now as to quality! We buy our gas in tank car lots, 7000 gallons at a time. The contents of every car, betested to make sure that it is perfect. That is why we never have anything but the best. We buy from the Imperial Oil Co., who advertise that if better gasoline could be made, imperial would make it. After ten years' experience in handling gasoline for sale, we believe this statement is correct. That is why we recommend and sell it.

To celebrate our new pump, we are giving away 100 gallons of gasoline. 5 gallons each to the nearest twenty guessers of the amount of gasoline we sold in 1921. Just fill in the enclosed slip and hand it in when trying out our perfect pump. All slips must be in by April 30.



BOECKH'S BRUSH NEWS

Consumer Confidence--- Means Increased Turnover

The successful dealer is the one who has the confidence of the customer—and in order to gain consumer confidence, the dealer, in turn, must have confidence in the goods he is selling.

So much, then depends on the quality, the service, the durability of the brushes you sell to your customers, that it will pay you to sell Boeckh's Brushes at all times.

They will measure up to our claims and to your claims for their durability, quality and service. We guarantee it. A man who buys one from you, will in time need another, and in nine cases out ten, he will come back to you for it. When you sold him a brush that lived up to your claims and his expectations, you *gained his confidence.*

GREATER TURNOVER—GREATER PROFITS

The greater your consumer confidence, the greater your turnover—for satisfied customers are excellent advertisements. You shou d. therefore, utilize every possible method in building up consumer confidence.

Boeckh's Brushes are a profitable line—and the dealers who find them most profitable are those who keep them attractively displayed right out front where everybody can see them.

BRUSH DEPARTMENT SELLS OTHER MERCHANDISE

Brushes play an important part in the selling of other merchandise, such as paints, varnishes, enamel, kalsomine, whitewash stain, floor polish, mops, dust pans, floor brooms, etc. Many dealers have opened regular Brush Departments, so important has their brush trade become. These wise men are reaping worthwhile profits.

Get your Boeckh Brushes from under the counter and place them in a conspicuous spot. Tell your customers about their quality, their durability, their service. It will create greater and faster turnover, greater net profits.

Just requires a little extra effort at first —that's all—try it.



The Boeckh Company *Ltd.*

Toronto, Canada

Distributors:

Montreal—The H. E. Smith Sales Company, 130 Craig Street West.
Winnipeg—J. B. Buckham, Esq., 664 Broadway.
Vancouver and Victoria—The T. S. Griffiths Company, 1080 Hamilton Street, Vancouver, B.C.

Makers of Everything Good in Brushes Since 1856

Trade News From Coast To Coast

A Monthly Summary of News Among Dealers, Jobbers, Manufacturers and Allied Interests

ALBERTA

Alix—R. L. Teepfer, furniture, establishing hardware store.

Spruce Lake—W. T. Nichols opening hardware store.

Vegreville—Mr. Valentine of the Marshall Wells Co. of Edmonton opening hardware store shortly.

BRITISH COLUMBIA

Armstrong—A. H. Manville of Leask, Sask., succeeds the MacLachlan Hardware Co.

Grinrod—McCausland & Spence, general merchants, lost their entire stock and building by fire recently.

Revelstoke—The Sturdy Hardware store was damaged by fire.

Strathcona—Mr. McGregor, formerly with Johnston & Salisbury, Vancouver, opening store.

Summerland—Simpson & Gowen, hardware merchants, suffered fire loss of $14,000 recently.

MANITOBA

Rossburn—Adam Bros. succeed L. M. Coldwell, hardware.

Winnipeg—F. Mitchell, plumbing and heating, opening hardware store.

MARITIME PROVINCES

Stelarton, N. S.— Campbell Bros., hardware and stove dealers, have dissolved partnership.

QUEBEC

Montreal—G. W. Henderson and E. Barwick, formerly with Geo. W. Reed & Co., establishing business under name of Henderson & Barwick Co., sheet metal workers, etc.

Montreal—Lamoureux & Mercier, hardware dealers, have dissolved partnership.

Montreal West—James Gelineau, formerly of James Walker Hardware Co., establishing hardware store.

Montreal—Ruberoid Co. have moved their offices from 52 Victoria Square to their plant at Ville La Salle, Que.

ONTARIO

Belleville—C. H. Maybee succeeds W. S. Gordon, hardware.

Englehart—W. J. Henderson, formerly with the Magladery store, opening hardware business.

Ottawa — F. Bonenfant opening hardware store.

Timmins—E. C. Ricard, hardware and furniture, retiring.

Toronto—J. D. Cody opened retail hardware business at 479 King St. East.

Toronto—Rosie's Hardware established at 1858 Davenport Road.

Toronto—The Spiral Nail Co., incorporated with $100,000 capital to manufacture nails, screws, etc.

Toronto—Queen City Tools, Ltd., incorporated at $100,000 to manufacture hardware, etc.

SASKATCHEWAN

Willowbrook—A. Greenberg hardware moved to Winnipeg, Man.

TORONTO HARDWARE PICNIC

The Toronto Hardware and Paint Club at the meeting on May 8 decided to hold their annual picnic in July, probably on Wednesday, July 19.

A resolution was passed thanking the Ontario Retail Hardware Association for contributing 100 badges to be worn by members at their monthly meetings.

Secretary W. F. MacPherson of the Ontario Association, in speaking to the Club, reported that there were now over 100 members of the Ontario Association in Toronto and 85 of these were using the Association price book and finding it very valuable in checking prices quoted by jobbing houses, as some houses still quoted out of date prices and secured an extra 5 per cent. or 10 per cent. from dealers who were not posted.

Secretary MacPherson also reported that 100 new members have been enrolled since the February Convention, and in a recent trip to London, all the hardwaremen had joined the provincial association.

Arrangements are being completed to audit the freight bills of Association members and Secretary MacPherson asked retailers to forward to him the freight bills for the year 1921, charged of which would be audited and 75 per cent. of the amount refunded would be returned to the member, 25 per cent. being retained by the Association for doing work.

It is expected that the Armories on University Avenue will be obtained for the hardware exhibition to be held during the 1922 Convention in Toronto next February.

ADDITION TO FOUNDRY

The Hall Zryd Foundry Co., Hespeler, Ont., are beginning the erection of a new one story foundry warehouse 40 by 95 feet in size connecting two of their large foundry buildings and making an important addition to their plant, giving them greater storage capacity and enabling them to take care of increased business which is anticipated during the latter half of 1922.

AMES HOLDEN TIRES

The Ames Holden Tire Co., Montreal, in their annual statement issued on April 26, showed net sales of tires during 1921 totalling $1,556,620. After all charges and payments of dividends, a surplus of $126,656 was left at the credit of profit and loss after the first year's effort of this company.

ONE CANADIAN PRIZE WINNER

Edward Bok, Norman Rockwell and Ernest T. Trigg, judges in the National Save the Surface prize contest, awarded the first prize of $250 to Mrs. Ruby Manard, Kenner, La., whose title was, "Memories That Time Will Not Efface"; second prize of $100 went to Lucy Irene Farmer, Morgantown, W. Va., for the title, "Life's Priceless Hours"; Claude J. Woodard, Long Beach, Cal., won the third prize of $50, with the title, "Everyman's Yesterday"; there were four prizes of $25 each, one of which was won by Wm. Chennells, Wawota, Sask., thirty prizes of $10 each and forty prizes of $5 each.

A total of $1,000 is prizes was offered by the Save the Surface Campaign for the best title to a painting by Norman Rockwell. The contest closing on February 1st, with 42,000 titles submitted, every section of the United States and Canada, from France, England, Germany, China, Japan, India, Africa, Mexico and South America; in fact, from all parts of the world. One condition of the contest read, "Your suggestion of a title must be accompanied by a story of some particular surface which you have caused to be saved or know to have been saved with paint or varnish—or know to have been ruined through lack of paint or varnish."

These stories tell of many unique and varied uses to which paint and varnish have been put. They tell of homes that have been painted which are rented all the time, and other unpainted which are occupied less often, at lower rent, they furnish the vivid illustrations and arguments which will be used by manufacturers, salesmen, dealers and master painters, in their effort to "Make 1922 the Greatest Paint and Varnish Year—As the First Step Toward Doubling the Industry by 1926."

COOK HEADS DEXTER LOCK

O. W. Cook, formerly General Manager of the Canadian Cartridge Company, Hamilton, has recently become President and General Manager of the Dexter Lock Company, Limited. This company have acquired the rights to manufacture the Dexter Lock for the British Empire. Their plant and general offices will be located at Hamilton, Ontario.

BARE HANDED SELLING

The Reynolds Publishing Co., 416 West 36th St., New York City, have published a very interesting book for salesmen entitled "Bare Handed Selling," containing 51 articles describing how salesmen made their best sales in 1921. The book is an inspiration to salesmen, both behind the counter and on the road, being 256 pages in size and of handy pocket size. The price is $1.

WILL REPRESENT MILLERS FALLS

F. J. Macdonell, formerly manager of the Victor Saw Works, Hamilton, and representative of Clemson Bros., Middletown, N.Y., has become Canadian representative of the Millers Falls Co., Millers Falls, Mass., with headquarters at Hamilton.

The quotations below are approximately correct for large lots in Toronto on the date mentioned.

CURRENT PRICES

TORONTO, MAY 8, 1922

They may not be the same in any other jobbing centre owing to freight and other conditions.

METALS and SHEETS

Aluminum—Ingots, per pound, 20c.

Antimony—Per pound, 8c.

Brass—Sheet, base, 21c; rods, base ½ to 1 in., round, 19c; tubing, seam less, base, 23c. F.o.b. Toronto.

Copper—Casting ingot, base, 17c; rods, ½ to 2 in., 27c; soft sheets, plain, 16 oz. and heavier, lb., 28c; plain tinned, 16 oz. and heavier, lb., 35c; polished and tinned, 16 oz. and heavier, lb., 40c; tubing, lb., 27c.

Above prices are full sheets and bars. Cut sheets and bars are 5c per lb. higher.

Coppers, Soldering—Base, 4 to 8 lbs., 35 cents per lb.; 3-lb., 38c; 2½-lb., 39c; 2-lb., 41c; 1½-lb., 44c; 1-lb., 48c per lb. F.o.b. Toronto, Hamilton.

Iron, Tinned—Lion and Crown Brand, Toronto in 22, 24 and 26 gauge. 36 x 96, 16c per lb.; 48 x 96, 17.50c per lb. Less than case, 50c per 100 lbs. extra.

Lead (pig)—$6.75 per hundred lbs.; sheets, 4 to 6 pounds per sq. foot, in rolls, 9c per lb. Cut sheets to size, 1c extra.

Iron—Bar, base, $2.75 per cwt.; angle iron, $2.85; horseshoe iron, $3.60; Norway, $12.50; toe caulk, $4.00.

Steel—Mild bars, $2.75; bands, $3.25; tire, $3.00; spring, $6.00; sleigh shoe, $2.85; hoop, $3.75; crucible cast sheet, $30; cast tool, $18 to $31, according to grade.

Sheets, Blue Annealed—10 gauge, $4 per 100 square feet; 12 gauge, $4.05; 14 gauge, $4.10; 16 gauge, $4.20.

Sheets, Black—18 to 20 gauge, $4.30 per 100 square feet; 22 to 24 gauge, $4.35; 26 gauge, $4.40; 28 gauge, $4.50.

A change of 25 cents per cwt. is made for less than case lots; and an extra 10 cents per cwt. is charged on sheets 26 inches wide.

Sheets, Corrugated—No. 28 gauge, $6.50 per 100 sq. ft.; 26 gauge, $7; 24 gauge, $9; 22 gauge, $11; 20 gauge, $12.50; 18 gauge, $16; lighter than 24 gauge and wider than 27 inches, 75 cents a square extra. Discount 10 per cent.

Sheets, Galvanized—	Queen's Head	Fleur-de-lis
28 gauge, per 100 lbs..	$7.75	$7.25
26 gauge, per 100 lbs..	7.50	7.00
24 gauge, per 100 lbs..	7.10	6.60
22 gauge, per 100 lbs..	6.65	6.15
18-20 gauge, 100 lbs...	6.50	6.00
	Premier	Apollo
10¾ oz., per 100 lbs...	$5.75	$6.50
28 gauge, per 100 lbs...	5.35	6.10
26 gauge, per 100 lbs..	5.05	5.80
24-22 gauge, 100 lbs...	4.90	5.65
20-18 gauge, 100 lbs...	4.75	5.50
16 gauge, per 100 lbs..	4.60	5.35
14-12 gauge, 100 lbs...	4.45	5.20

Plates (Canada)—Dull, 60 sheets, $5.65; ordinary, 52 sheets, $5.60.

Plates (Coke Tin)—IC. 20x28, 112 sheets, $13.50; IX, 20x28, 112 sheets, $16.50; IX, 20x28, 56 sheets, $9.

Plates (Charcoal Tin)—IX, 20x28, 56 sheets, $14; IXX, 20x28, 56 sheets, $16.

Plates, Terne—IC, 14x20, 112 sheets, $10.

Spelter—Per pound, 7c.

Tin—Ingots (100 lbs.), per lb. 35½c.

Zinc—Sheets, per lb., 10c.

Scrap—Iron, $11.50; iron pipe, $6; heavy copper, $10.50; light copper, $8; light brass, $3; heavy brass, $5.50; heavy lead, $2; tea lead, $2; zinc, $4.

PLUMBERS AND TINNERS' SUPPLIES

Boilers (Range)—30-gal., $17.50, standard disc. 50 per cent.; extra heavy, disc. 40 per cent.

Compression and Fuller Work—Compression work (standard), discount, 45%. Fuller work (standard), 30%. Bath cocks, compression, 38%; fuller, 25%. Flat way stop and waste cocks (standard), 54%. Brass steam cocks (standard), 50%; J. M. T., net list.

Fittings (Malleable)—Class A, black, 54 cents; galvanized, 67 cents. Class B, black, 20 cents; galvanized, 28 cents. Class C, black, 13 cents; galvanized, 20 cents.

Fittings—(Cast iron) fittings, 30%; malleable bushings, 32%; cast bushings, 32%; unions, 47%; flanged unions, 30%; plugs, cast iron, solid, countersunk, all at 30%; couplings, 4 in. and under, 30%; do., 2½ in. and larger, 10%.

Nipples, Wrought—Close and short, 4 in. and under, 60%; 4½ and larger, 50%; long, 4 in. and under, 65%; 4½ in. and larger, 55%; running thread, 4 in. and under 40%.

Oakum—Special No. 1, $15; plumbers', $6.50 per cwt.

Packing — Fine jute, 17c a pound; coarse jute, 18c; hemp, 36c; square braided hemp, 38c; No. 1 Italian, 44c; No. 2 Italian, 36c.

Pipe (Wrought)—Price List No. 54, Dec. 22, 1921.

Standard Buttweld Pipe S-C per 100

Size.	Blk. Steel	Galv. Steel	Blk. Gen.Wrot.Iron	Galv. Gen.Wrot.Iron
⅛ in.	$ 6.00	$ 8.00	$ ...	$ ...
¼ in.	3.84	5.94	7.20	9.30
⅜ in.	3.84	5.94	7.20	9.30
½ in.	4.85	6.46	7.31	8.93
¾ in.	5.87	7.71	8.86	10.70
1 in.	8.16	11.05	12.58	15.30
1¼ in.	11.04	14.95	17.02	20.70
1½ in.	13.20	17.88	20.35	24.75
2 in.	17.76	24.05	27.38	33.30
2½ in.	28.08	38.03	....	....
3 in.	36.72	49.73	....	....
3½ in.	47.84	63.48	....	....
4 in.	56.68	75.21	....	....

Standard Lapweld Pipe S-C, per 100

Size.	Blk. Steel	Galv. Steel	Blk. Gen.Wrot.Iron	Galv. Gen.Wrot.Iron
2 in.	21.46	27.38	31.08	37.00
2½ in.	31.50	40.05	46.80	56.16
3 in.	41.31	53.55	61.20	73.44
3½ in.	48.76	65.32	72.68	89.24
4 in.	57.77	77.39	86.11	105.76
4½ in.	66.04	86.36	1.04	1.24
5 in.	76.96	100.64	1.21	1.45
6 in.	1.00	1.31	1.57	1.88
7 in.	1.33	1.76	2.02	2.45
8L in.	1.40	1.85	2.13	2.58
8 in.	1.61	2.13	2.45	2.97
9 in.	1.97	2.59	2.97	3.59
10L in.	1.32	2.40	2.75	3.33
10 in.	2.35	3.09	3.54	4.28

Pipe (conductor), plain, round or corrugated, in 10-ft. lengths—2 in., $18.40 per 100 ft.; 3 in., $22.30; 4 in., $29.60; 5 in.. $40; 6 in., $49. Less 70 and 10 per cent.

Elbows—(For conductor pipe) 2 inch, $5.25; 3 inch, $6; 4 inch, $10.50; 5 inch, $24; 6 inch, $29. Less 60 per cent.

Pipe (Lead)—12c a pound. Waste pipe, 13c; over 8 inch, 14c. Less 10%.

Pipe (soil)—Med. and extra heavy—2 in., 3 in., 5 in. and 6 in., 40%; 4 in., 40-5%; 8 in., net.

Pipe (Soil) Fittings—2, 3, 4, 5, 6 in., 50 and 5%, 8in., net.

Pipe (stove)—Net list.

Registers—Warm air, japanned and common oxidized, 20% from standard list. No. 3, $10.75.

Solder—Wire, 30c a pound; strictly, 22½c; commercial 21c; guaranteed, 24c; wiping, 21c.

Tinners' Trimmings—Plain 50 and 10, retinned, 50%.

Traps and Bends—Discount, 17½%.

Trough (Eave)—O. G. Square bead and half round: Per 100 ft.: 8 in., $15.90; 10 in., $17.70; 12 in., $21.20; 15 in., $28.80; 18 in., $36.50. Less 70%.

Valves — Globe, angle and check (standard), 15%; J.M.T., 20 and 10%; J.M.T. "C," 25 and 10%; J.M.T. gate valves, 25 and 10 %; Jenkins' gate or straightway, 25 and 10%; Jenkins' Globe, 19 and 10%; radiator valves (standard and removable disc), 58%; Emco check valves (standard), 25%; Emco J.D. rad. valves (screwed), 33%; Emco swing check valves, ⅜ and ½ in. sizes, 40%; other sizes, 33%; Webber gate valves, 33%; Emco gate valves (standard), 25%; Emco globe valves (standard), 25%.

Valves, Foot—1¼ in., blk. 70c, galv. $1; 1½ in., blk. 85c, galv. $1.30; 2 in., blk. $1.20, galv. $2.10.

Washers, Wrought — Round, plain. Sizes given are size of hole. In boxes of 50 lbs. list prices per 100 lbs.—¼ in., $28; 5/16 in., $34.40; ⅜ in., $22.80; 7/16 in., $21; ½ in., $19.60; 9/16 in., $18.80; ⅝ in., $18.60; 11/14 in., $18.40; ¾ in., $18.20; 13/16 in., $18; 1 1/16 in., 1⅛ in., 1¼ in., 1 5/16 in., $18.90; 1⅜ in., 1½ in., 1⅝ in., $18.40; 1¾ in., 1⅝

in., 2 in., 2⅛ in., $19. Discount, 60% f.o.b. Montreal, Hamilton, Toronto, London and Halifax.

Car lots allowance to following points: Windsor, Walkerville, St. John, Moncton, Amherst, New Glasgow, Freight allowance: Fort William and West, 10c per 100 lbs.

Net extras, 26 to 40 lbs. of a size, $1; 25 lbs. of a size or less, $2 per 100 lbs. Package allowances—if taken in kegs about 175 lbs. each, allowance 10c per 100 lbs.; if taken in bags about 100 lbs., allowance 15c per 100 lbs.

HARDWARE

Adzes (Carpenters')—No. 1, per doz., $21; lipped, $30.

Ammunition (American)—Winchester and Savage advance on American list, for rim fire ball cartridges, 2½%; cenfire blank and shot cartridges, 15%. Remington Union Metallic list plus 2½%.

Ammunition (Dominion) — Discount 55%.

Shot, standard, 100 lbs., Toronto, $14.25; Montreal, $13.50; net extras, as follows, subject to cash discounts only: Chilled, $1.50; buck and seal, 80c; No. 28 ball, $1.20 per 100 lbs.; bags less than 25 lbs., ½c per lb.; f.o.b. Montreal, Toronto, Hamilton, London, St. John and Halifax freight equalized.

Animal Ties—Cow ties, list plus 25 per cent.; trace chains, list plus 25 per cent.; dog chains, list plus 20 per cent.; halter chains, net; tie-out chains, net; stall fixtures, Dominion, $2.80 per doz.; heavy, $2.

Augers (post hole)—Rodgers make, 8 inch, $29.40; 9 inch, $30 a dozen.

Axes—Boys', doz., $10.50; Hunters', doz., $9.50 single bits, doz., $15.00; double bits, doz., $17.

Bench Axes—Per doz., No. 1, $35; No. 2, $40; No. 3, $45; No. 4, $49; No. 5, $54; No. 6, $60; No. 7, $66. Discount, 60 per cent.

On weights heavier than base add to list as follows: Group 2, 50c; group 3, $1; group 4, $1.50; group 5, $2; group 6, $2.50; group 7, $3.50.

Bale Ties—Single Loop—No. 12, $4.50; No. 13, $4.60; No. 14, $4.70; No. 15, $5; No. 16, $5.20. Cross head—No. 12, $5.10; No. 13, $5.20; No. 14. $5.50; No. 15, $5.95; No. 16, $6.40.

Baskets (Willow)—Delivery (handled), per doz., $7.50 to $11; splint, clothes or meat, per doz., $2 to $2.85; oblong clothes, per doz., $10.50 to $14.75.

Baskets (Wire)—Vegetable — Half bushel, each, 90c; 1 bushel, each, $1.30; 1½ bushel, each, $1.80.

Belting (Leather)—Discounts apply to revised list of Nov. 4th, 1920. Extra quality, 30 per cent. Standard quality, 30/10 per cent. Side lace leather, lb., $1.60; cut lace leather, lb., $1.85.

Belting (Canvas)—65 per cent. off

Bits, Auger—(Standard list prices per dozen): 3-16, $6; 4-16, $5; 5-16, $5; 6-16, $5; 7-16, $5; 8-16, $5; 9-16, $6; 10-16, $6; 11-16, $7; 12-16, $7; 13-16, $8.25; 14-16, $8.25; 15-16, $9.50; 16-16, $9.50; 17-16, $12; 18-16, $12; 19-16, $14; 20-16, $14; 21-16, $16; 22-16, $16; 23-16, $18; 24-16, $18; 25-16, $21; 26-16, $21; 27-16, $24; 28-16, $24; 29-16, $27; 30-16, $27; 31-16, $30; 32-16, $30.

Discounts from Standard list prices: Ford auger bits, add 15%; Ford car bits, add 7½%; Beaver, 35%; Gilmour auger bits, 25/2½%; Gilmour special, 40/5; Gilmour car bits, 12½/5; Irwin auger bits, add 5%; Irwin car bits, less 7½%.

Boards (Bake)—	⅜ Rim.	¾ Rim
No. 0—16 x 22, doz.	$ 7.50	$11.00
No. 1—18 x 24, doz.	9.00	11.50
No. 2—18 x 29, doz.	11.00	13.00
No. 3—20 x 30, doz.	13.00	17.00

Boards (Ironing)—No. 1, Daisy, $35 per doz.; No. 10, Daisy, $40 per doz.; No. 33, $21 per doz.; No. 35, $38 per doz.; No. 36, $43 per doz.; Perfection, $40 per doz.

Boards (Wash)—Baby Globe, $2.45 per doz.; Beaver (brass), $8 per doz.; Competition Globe (metal), $5.90 per doz.; Diamond King (glass), $7.50 per doz.; Enamel Queen, $9 per doz.; Glass Globe, $7.50 per doz.; Improved Globe, $5.25 per doz.; Jubilee, $5.80 per doz.; Neptune, $5.25 per doz.; Newmarket King, $5.80 per doz.; Pony, $2.45 per doz.; Royal Globe (zinc), $5.25 per doz.; Original Globe, solid back, $5.95 per doz.; Standard Globe, $5.25 per doz.; Supreme (zinc), $6.50 per doz.; Western King (Enamel), $9 per doz.

Bolts and Nuts—Discounts herewith apply to standard list. Carriage bolts ($1 list), ⅜ in. diameter and smaller, 6 in. and shorter, 47½%. Carriage bolts ($1 list), ⅜ in. and longer lengths, 40%. Carriage bolts ($1 list), 7/16 in. and larger, 40%. Machine bolts, ⅜ in. and smaller. 4 in. and shorter, 55%. Machine bolts, ⅜ in. and smaller, longer lengths, 42½%. Machine bolts, 7/16 in. and larger, 42½%. Sleigh shoe bolts, all sizes, 30%. Coach and lag screws, 55%. Bolt ends, 42½%. Square head blank bolts, 42½%. Plow bolts, 1, 2, 3 head, 35%. Elevator bolts, corrugated heads, 60%. Fancy head bolts, 30%. Shaft bolts ($3 list), 30%. Step bolts, large head ($3 list), 30%. Whiffletree bolts, 30%. Tire bolts, 52½%. Stove bolts, 72½%.

Nuts, 2 in., and smaller, square. Blank, off net list, $1.25. Nuts, 2 in. and smaller, square, tapped, off net list 25c. Nuts, 2 in. and smaller, hexagon. Blank, off list, 75c. Tapped, off list, 75c.

Terms—Cash in 30 days from date of shipment, less 2 per cent.

Borax—Lump crystal borax, 10c lb.

Brooms—No. 5, 4 strings, $6.65 per doz.; No. 5, standard, $7.50 per doz.; Little Beauty, $9.40 per doz.; Royal Blue, $13.90 per doz.

Butts — (Wrought Steel)—No. 840, less 17½%; No. 800, net; No. 838, less 10%; No. 808, add 10%; No. 804, less 17½%; No. 802, net; No. 810, add 25%; No. 814, add 25%.

Cans (Milk)—At list plus 15%.

Cement (Portland)—In carload lots, per bbl., $3.70. Less than car lots: Per bbl., f.o.b. yard, $4.30 per bbl., delivered, $4.50. Single bags, $1.15 each, 4 bags to barrel. Extra charge of $1.50 per load on less than 24 bag lots. Rebate, 20 cents for empty sacks.

Choppers (Food)—Universal—No. 0, $1.50 each; No. 1, $1.75; No. 2, $2.15; No. 3, $2.90.

Choppers (Meat)—Enterprise—No. 5, $27 a doz.; No. 10, $43; No. 12, $37.20.

Home—No. 55, $16.10 a dozen; No. 65, $21.18; No. 75, $28.18. F.o.b. St. Mary's.

Gem—No. 20¾, $21.60 a doz.; No. 22, $25.80; No. 24, $34.20.

Churns (Barrel)—No. 0, each, hand, $9.75; No. 1, hand, $10.05; power, $13.05; No. 2, hand, $10.65; power, $13.65; No. 3, hand, $11.40; power, $14.40; No. 4, hand, $13.80; power, $16.80. No. 5, hand, $14.55; power, $18.10. Net list f.o.b. Montreal, Ottawa, Kingston, Toronto, Hamilton, Fergus, London, St. Mary's.

Clippers (Horse)—Newmarket, $3.00 per pair. No. 1 B.B. Stewart Horse Clipper, $14 list, less 25 per cent.

Clocks (Alarm)—Big Ben and Baby Ben, each, $3.43; Good Morning, each, $140; Lookout. $1.90; Sleepmeter, $2.10.

Clothes Bars—No. 2, $19 per doz.; No. 3, $14.40 per doz.; No. 4, $11 per doz.; No. 5, $16 per doz.; No. 6, $13 per doz.

Clothes Horses (folding) 6 feet, per doz., $16; 5 feet, $13; 4 feet, $11.

Extension—6 feet, $27; 5 feet, $22; 4 feet, $18.

Clothes Lines (Galvanized)—No. 18, 100 ft. lengths, $5.65 per 1,000 feet; 50 ft. lengths, $6.25; No. 19, 100 ft. lengths, $4.75; 50 ft. lengths, $5.56.

Clothes Line Reels—No. 3, $17.50 per dozen; No. 3½, $19.75; No. 4, $32.50.

Cobbler Sets—Common, per set, $1.00.

Coil Chain—	Proof	B B B
3/16 inch, electric weld.	$15.40	$18.80
¼ inch, electric weld...	14.60	17.20
5/16 inch, electric weld.	12.15	15.20
⅜ inch, electric weld..	10.40	13.25
⅜ inch, fire weld.....	13.20	15.40
7/16 inch, fire weld....	11.30	13.30
½ inch, fire weld.....	10.20	12.40
⅝ inch, fire weld.....	10.70	12.90

Combs, Curry—No. 101, $1.40 per dozen; No. 111, $1.60; No. 121, $1.70; No. 127, $2.30.

Combs, Cattle—No. 98, $2 per dozen; No. 100, $2.85.

Cord (Sash) — No. 6, 53c a pound; No. 7, 52c; Nos. 8, 9, 10, 12, 51c.

Crowbars—$8.00 per 100 lbs.

Dampers—Cast, Champion, 5 in., $1.42 a dozen; 6 in., $1.57; 7 in., $2.10.

Doors, Screen—Kasement, No. 2, oak stain, varnished, including hardware sets: 2 ft. 6 in., $39.60 per dozen; 2 ft. 8 in., $40.20; 2 ft. 10 in., $40.80; 2 ft. 7 in., $41.40.

Drills—Standard lists. Blacksmiths', ½ in x 2½ in. shank, each, ⅛, 45c; 5/32, 45c; 3/16, 50c; 7/32, 55c; ¼, 60c; 9/32, 65c; 5/16, 70c; 11/32, 75c; ⅜, 80c; 13/32, 85c; 19/32, $1.20; ⅝, $1.30; 21/32, $1.40; 11/16, $1.50; 23/32, $1.60; ¾, $1.70; 25/32, $1.80; 13/16, $1.90; 27/32, $2; ⅞, $2.10.

Bit Stock—List per doz., less 50%: 3/32, $2.70; ⅛, $3; 5/32, $3.50; 3/16, $4; 7/32, $4.50; ¼, $5; 9/32, $6; 5/16, $7; ⅜, $8.50; 7/16, $10.50; ½, $13; 9/16, $15.50; ⅝, $18; 11/16, $21; ¾, $24; ⅞, $30. Blacksmiths', ½ in. shank, straight shank, wire, taper shank, round shank, jobers, 50%. Brace bit and bit stock, 50%; ratchet, 10%.

Egg Crates—Humpty Dumpty, $6 a dozen; H. & D., $5.80.

Files and Rasps—These discounts apply to list of Nov. 1, 1899: Great Western, Amer., 50%; Kerney Foot Arcade, 60/5%; J. Barton Smith, Eagle, 55%; P. H. and Imperial, 60/5%; Globe, 60/5%; Nicholson, 40%; Black Diamond, 40%; Delta Files, 20%; Firth Files, 50%.

Grindstones—Under 40 lbs. weight—Smaller than 2 in. face, $4.75 per hundred pounds; two in. and over, $4.

40 to 80 lbs. weight—Under 2 in. face, $4.25 per hundred pounds; 2 ins. and over, $3.75; Bi-Treadle, each, $9.75; Cycle BB, $8.75.

Grindstone Fixtures—No. 22, $8.67 per dozen; No. 23, $9.37; No. 2½, $10; No. 3, $11.50.

Halters, Rope—Sisal, 7-16 in., $21 per gross; 9-16, $33. Jute, 7-16 in., $19; 9-16 in., $28.50.

Hame Fasteners—(Dodson), $4.60 per dozen.

Hammers, Nail—No. 21, $10.50 per dozen; No. 1, $13.50; Nos. 1½, 61½, $13.00.

Hammers, Sledge—(Canadian), 2-2½ lbs., $20 per cwt.; 3-4½ lbs., $18; 5 lbs. and over, $12.50.

Blacksmith Sledge—Under 5 lbs., $18.75; 5 lbs. and over, $13 per cwt.

Masons—2-3½ lbs., $25 per cwt.; 3-4½ lbs., $23; 5 lbs. and over, $18.

Hammers, Striking—No. 38, No. 46, 5 lbs. and over, $12.50 per cwt. Double-face striking—Under 5 lbs., $18.75; 5 lbs. and over, $13 per cwt.

Hammers, Machinist—No. 30, 1 lb., $8 per dozen; No. 30, 1¼ lb., $8.75.

Handles (Wood)—All hickory handles, list plus 10%; all oak, ash and maple handles, net list; hay fork, hoe rake, shovel and manure fork, net list; Whiffletrees, double-trees and neck-yokes, list plus 20%; wood rakes, list plus 10%; horse pokes, list plus 10%. Terms, all goods f.o.b. factories, 2% 10 days, net 30 days, O-Cedar Mop Handles, less 30%.

Hangers, Barn and Parlor—Storm King No. 42, list less 20-10%; Safety No. 20, list less 20-10%; Reliable No. 1, list less 20-10%; Round Trolley No. 1917, list less 33 1/3 & 5%. Atlas No. 0, $13.35; No. 1, $13.80; No. 2, $15.85; Stearns, 4 in., $12.80; 5 in., $16.00. Perfect, No. 1, $10.50; Canada, $13.25; Hatch, $13.25; National, $12; America, $19; Great West, $30.

Hatchets, Shingling—No. 1, $9.75 per dozen; No. 2, $10.75.

Hatchets, Lath—Nos. 3 and 4, $10 per dozen; No. 4, $10.75.

Hatchets, Barrelling—Nos. 50 and 60, $14 per dozen.

Hatchets, Claw—No. 7, $11.00 per dozen; No. 8, $11.50.

Hinges (Blind)—Clark's No. 1, $2.22 per dozen sets.

Hinge, (Spring)—No. 200 and No. 20, $21.25 per gross; Ajax Floor No. 3111, $1.85 per set.

Reliance Door No. 270—Light, per doz., $3.15; medium, per doz., $4.20; heavy, per doz., $6.40.

Hinges—Heavy, in bulk. Doz. pairs: 4 in., strap, $1.65; tee, $1.40. 5 in., strap, $2.00; tee, 1.70. 6 in., strap, $2.70; tee, $1.95. 8 in., strap, $2.95, tee, $2.15. 10 in., strap, $5.20; tee, $3.60. 12 in., strap, $6.40; tee, $5.85. 14 in., strap, $7.50; tee, $6.85. Net prices.

Light—Net prices—3 in., strap, 90c; tee, 90c. 4 in., strap, $1.08; tee, $1. 5 in., strap, $1.26; tee, $1.17. 6 in., strap, $1.53; tee, $1.35.

Screw Hook and Strap Hinges—List prices, per dozen pairs—6 in., $4.30; 8 in., $4.80; 10 in., $6.40; 12 in., $7; 15 in., $7.50; 18 in., $11; 21 in., $12.40; 24 in., $16; 27 in., $17.20; 30 in., $18.50; 33 in., $21.50; 36 in., $24.50. Discount, 30%.

Heaters, Electric—Glower Heater, $10; Heatray Heater, $12. Discount, 25%-33%, according to quantity.

Majestic, 1 burner, $11; 2 burner, $16. Discount, 27½%. Universal, $13.80. Discount, 20 and 5%.

Hoes—Grub, $6.75 per dozen.

Hooks (Grass)—Canadian, No. 2, $3.00 per dozen; No. 3, $4; No. 4, $4.10; No. 5, $4.30; Little Giant, $6.50; Barden Pat., $6.50. English Fox—No. 2, $5.75 a dozen; No. 3, $6; No. 4, $6.50.

Horseshoes—

Patterns	Sizes	Price per keg No. 2 and larger	No. 1 and smaller
Light iron	0-7	$6.90	$7.15
Long heel light iron	3-7	6.90	....
Medium iron	1-8	6.90	7.15
Heavy iron	6-8	6.90	....
Snow	1-6	7.15	7.40
New light XL steel.	1-6	7.35	7.60
Featherweight XL steel	0-4	8.75 all siz.	
Special countersunk.	0-4	9.25 all siz.	
Toe weight (front only)	1-4	9.70 all siz.	

Packing—Up to 3 sizes in one keg, 10c per 100 lbs. extra. More than 3 sizes, 25c per 100 lbs. extra. F.o.b. Montreal and Belleville.

Terms—Cash in thirty days, less 2% discount.

Hose, Lawn—Corrugated, per hundred feet: ½ in., $13.25; ⅝ in., $15.50; ¾ in., $18. Less 5% for full reel, 500 ft. $5.75 a dozen; No. 3, $6; No. 4, $6.50.

Hose Nozzles (Gem)—Per doz., $7.70.

Hose Couplings (Gem)—½ inch, ⅝ inch, ¾ inch, $1.60 per dozen.

Ice Tongs—14½ inch size, $16.80; 17 inch, $19.80; 24 inch, $27.60 a dozen.

Irons (Sad)—Mrs. Potts, polished, $1.90 per set; nickel plated, $1.95.

Handles for above japanned, $20.75 per gross.

Common, No. 1 ,4 and 5 lbs., $20.60 per cwt.; 6 lbs. and up, cwt., $15.

Irons, Electric—Model B, $6.50 list. Classic, $8 list. Discount, 25% to 33%, according to quantity.

Knives, Hay—Spear Point, $15 per dozen; Lightning, $14; Heath's, $14.

Ladders—Step Ladders—Standard, 44c a foot; Household, 33c; Shelf Lock, 4 to 8 ft. only, 28c; Faultless, 4 to 8 ft. only, 44c; Faultless, 10 to 16 ft., 48c.

Single and Fruit Picking—10 ft. to 16 ft., 26c per foot; 18 ft. to 22 ft., 27c.

Roped and Straight Extension Ladders—20 to 32 ft., 30c a foot; 36 to 40 ft., 33c; 44 ft., 36c; three section extension, 45c.

Fire ladders up to 32 feet are twice the price of ordinary extensions. Over 32 ft. are supplied with supporting legs at three times the price.

Lanterns—Short or long globe, plain, $12; japanned, $12.75; Dash, plain, $18.75; japanned, $19.25; search (round reflection), $15.75; Little Bobs, 2 10-4 20.

Lantern Globes—Cold blast, short or long, 1 doz. cases, $1.35 doz.; 3 doz. cases, $1.20 doz.; 6 doz. cases, $1.15 doz.; Cold Blast genuine ruby, $5.40 doz. F.o.b. factory.

Latches—Steel Thumb, No. 2, $2 per dozen; No. 3, $2.50; No. 4, $3.75; Barn Door, No. 5, $3.30; No. 9, $6.15.

Machines (Washing) — Dowswell, $12.75 each; Noiseless, $17.50; Hamilton, $14; Peerless, $14.50; Snowball, $19.50; New Century, style A, $19.75; style B, $21.75; electric, 125.00; Playtime, engine drive, $27; Ideal Power, $30; Seafoam, electric, style A, $105; engine drive, $50; Sunshine, $10.25; Popular, $14.50; Economic, $16; Puritan, $19.50; New Champion, $21.50; Home, $21.50; Vacuum, $28; Home Water, motor, $28; Whirlpool, water power, $31; Hydro, 1 Tub, engine drive, $57; electric, $116.50; Rotary water motor washer, $29; Connor ball-bearing, with rack, $22.75; Perfection, engine drive, $65; electric, $132; Beaver, $26; power, $27; Connor, vacuum, $27.50; Patriot, $21.50; Jubilee, $12.50; Canada First, $21.50. These prices are less 30%. Freight equalized with Montreal, Ottawa, Toronto, Hamilton, Kingston, London and St. Mary's, or shipments of quarter dozen and upwards.

Stands, Washtub—Dowswell, $44.10 per dozen.

Mattocks—Cutter, $10.00 per dozen; Pick, $10.00.

Mixed Bread—Canuck—No. 4, $33.95 dozen; No. 8, $44.90. Universal—No. 4, $40.00 a dozen; No. 8, $52.

Mops—Liquid Veneer, $16 per dozen; O-Cedar, less handle, $14; O'Cedar, with handle, $16; S. W. Mops, complete, $4.15; Mop Sticks, No. 8, $2; Cast Head Mop, $2; Crescent, No. 10, $2.30; Crank wringing, $7.35; Smarts', $4.

Mop Wringers—White, No. 1, $16.40 per dozen; white, No. 2, $16.80; white, No. 3, $24.

Mowers, Lawn—(List of Sept. 12, 1921)—Adanac, Woodyatt, Empress, Mayflower, Ontario Daisy, Star, all at 20% off list; Whippet, Thousand Island, Red Wing, Blue Bird are all net.

Nails—List adopted Sept. 10, 1920. Advance over base on common wire nails in kegs: 1 in., $1.50; 1⅛ in., $1.40; 1¼ in., $1.15; 1½ in., 80c; 1¾ in., 75c; 2 in., 60c; 2¼ in., 55c; 2½ in., 30c; 2¾ in., 30c; 3 in., 20c; 3¼ in., 15c; 3½ in., 10c; 4 in., 5c; 4½ in., 5c; 5 in., base; 5½ in., base; 6 in., base. 6½ to 12 in. 2 ga. and heavier, 25c over base.

Standard steel wire nails, f.o.b. London, Hamilton, Milton, Toronto, Owen Sound, Collingwood, Montreal, $3.65 base. Freight equalized on above points.

Windsor, Walkerville, Sandwich, f.o.b. factory prices, carload freight allowed, $3.65.

Sault Ste. Marie, Port Arthur, Fort William, $3.90 base, f.o.b. factory; no freight allowance.

Moulding, Flooring, Slating, Box, Fence, Barrel Nails, 25c per 100 lbs. over common nail prices. Finishing nails, 50c per 100 lbs. advance over common nail price.

Miscellaneous wire nails, 72½% off miscellaneous list, f.o.b. Toronto, Montreal, Hamilton and London.

Nails, cut—$4.35.

Roofing Nails—American, large head, keg, $10.50. Less quantities, $12.50.

Nails (Horse)—Capewell C Brand—No. 5, $6.75 per 25 lb. box; No. 6, $6.50; No. 7, $6.25; No. 8, $6; No. 9, $5.75. Discount, 10%.

"M.R.M." Brand—Net price list. No. 3, 5⅝ in. long, $20.25 per 25 lb. box; No. 4, 1¾ in. long, $10.25; No. 5, 1 15/16 in. long, $5.25; No. 6, 2⅛ in. long, $5; No. 7, 2 16/16 in. long, $4.75; No. 8, 2½ in. long, $4.75; No. 9, 2 11/16 in. long, $4.50; No. 10, 2⅞ in. long, $4.50; No. 11, 3 1/16 in. long, $4.50; No. 12, 3¼ in. long, $4.50.

Netting, Poultry—2 in. mesh and 19 gauge wire—12 in., $1.80 per 50-yard roll; 18 in., $2.65; 24 in., $3.40; 30 in., $4; 36 in., $4.75; 42 in., $5.50; 48 in., $6.20; 60 in., $7.70; 72 in., $9.20; 84 in., $10.50; 96 in., $12.

1½ in. mesh and 19 gauge wire—12 in., $3.50 per 50-yard roll; 18 in., $5; 24 in., $6.30; 30 in., $7.75; 36 in., $9.90; 42 in., $10.50; 48 in., $12; 60 in., $15; 72 in., $18.

1 in. mesh and 20 gauge wire—12 in., $4; 18 in., $5.50; 24 in., $7; 30 in., $8.50; 42 in., $12; 48 in., $14; 60 in., $17; 72 in., $20

¾ in. mesh and 20 gauge wire—24 in., $10.50; 30 in., $12.75; 36 in., $15.

½ in. mesh and 22 gauge wire—24 in., $16.50; 30 in., $20; 36 in., $24.

Discounts at present quoted apply only to 1 and 2 in. mesh setting. Other prices have been withdrawn and are quoted only on application.

Toronto, London, Montreal, Canadian netting, 2 in. mesh, 12½% off; 1 in. mesh, 12½% off. American netting, 1 in. mesh, 12½% off.

Invincible—No. 1848, 67c a rod; 2060, 72c. Put up in 10, 20 and 30 rod rolls. F.o.b. Montreal.

Blue Ribbon—24 in., $5.50 per roll; 36 in., $7.15; 48 in., $8.35; 60 in., $9.85; 72 in., $11.25. Put up in 10 rod rolls.

Paper (Building)—Dry fibre, No. 1, Anchor, $1.15 per 400 ft. roll; No. 2, Anchor, 65c; No. 2, Elephant, 65c.

Tarred Fibre, No. 1—Anchor, $1.20; No. 2, 85c. Elephant Brand, tarred, No. 2, 85c; Surprise Fibre, 70c; Empress Dry Sheathing, $1.15; Stag Sheathing, 70c; Cyclone, dry, $1.15; tarred, $1.20; Joliette Sheathing, 65c; tarred, 85c.

Monarch Sheathing, white, $5.50 per 100 pounds; grey, $4.50; Straw Sheathing, $3.15; Imp. Grey Sheathing, $4.50; tarred straw, $3.40; Imp. White Sheathing, $5.50; Scythe and dry straw, $3.15; Spruce Sheathing, 36 in. and 72 in. wide, $6.00. Asbestos Sheathing, $8; carpet felt, $3.90; tarred felt, 7, 10 and 16 oz., $3.45.

Picks—Clay, 5 to 6 lbs., $7.80 a doz.; 6 to 7 lbs., $8.50.

Rock—7 to 8 lbs., $9.25 dozen; 8 lbs., $9.25.

Pins, Clothes—5 gross, 4 in. (loose), $1.55 a case; 4 gross (cartons), 4 in., $1.60; Spring, 2 gross to box, $1.50.

Pitch—Pine, black, per bbl., $13.25; Navy pitch, per bbl., $6.50; Coal tar pitch, per cwt., $1.55.

Planters, Corn—King of Field, $15.75 a dozen; Triumph, $11.

Pulleys—Axle, No. 1, 1¾ in., 80c a dozen; 2 in., 90c; 2¼ in., 95c; Palmer's, 90c.

Pulleys, Clothes Line—No. 58, japanned, $4.35 per dozen; No. 158, galvanized, $4.45; No. 59, japanned, $4.45; No. 159, galvanized, $4.55.

Pumps—	Pitcher Spout	Closed Spout
No. 2, each	2.85	3.10
No. 3, each	3.15	3.40
No. 4, each	3.75	4.10
No. 70, each	...	6.00
No. 80, each	...	8.00

Pumps, Redwing—No. 0, $6.85; No. 1, $7.50; No. 2, $8.75; No. 3, $10.75; No. 4, $12.75; No. 5, $15.25; No. 6, $18.

Rakes (Hay)—Iron bow, $6.30 dozen; wood bow, $6.80 a dozen.

Rakes (Wire Lawn)—20-teeth, $5.50 per dozen; 24-teeth, $5.85; 36-teeth, $10.80.

Rifles, Winchester—Model 1890, $27.75 each; 1892, $35.70; 1894 (30 and 32 round), $42.40; 1894, (30 and 32 octagon), $45.50; 1895, $55.50; 1902, $8.35; 1904, $10.20; 1905, $53.65; 1906, $24.05; 1906, expert, $27.75; 1907, $64.75; 1894, carbine, with sling and strap, $46.65; 1912, gun, $61.

Rivets and Burrs—Iron rivets, 7-16 inch and smaller, blacked and tinned, 52½%; Iron burrs, 52½% off list on 200-lb. kegs. Extras, add 1c to list on 100-lb. kegs; 3c on 50-lb. boxes; 4c on 25 lb. boxes, 8c on 1 lb. pkgs.

Copper rivets, usual proportion of burrs, 32½% off; burrs, add 10%. Extras on copper rivets, ½ lb. pkgs., 1c per lb.; ¾ lb. pkgs., 2c lb. Coppered rivets, net extras, 3c per lb.

Roller Skates—No. 2, 95 cents; No. 3, $1.05; No. 6, $1.55; No. 10, $1.75 per pair.

Roofing—Samson, 1 ply, $2.65 roll; 2 ply, roll, $3.10; 3 ply, roll, $3.80.

Red Star, 2 ply, $1.85 roll; Red Star, 3 ply, $2.20.

Everlastic, 1 ply, $1.70; Everlastic, 2 ply, $2.05; Everlastic, 3 ply, $2.40.

Panamoid, 1 ply, $1.50; Panamoid, 2 ply, $1.85; Panamoid, 3 ply, $2.20.

Everlastic Multi-Shingles (4 shingles in one), per square, $6.00.

Everlastic Liquid Roofing cement—Per gal., in bbls., 70c; 5 and 10 gal. lots, gal., 80c; 1 gal. cans, gal., doz., $10.50.

Coal Tar (refined), per barrel, $10.50; coal tar (crude), $9.25.

Roofix Roofing Cement—In bbls., per gallon, 60c; in ½ bbls., per gal., 65c; in 5s and 10c, 70c; 1 gal. cans, per doz., $9.

Rope—Pure Manila basis, 23c a pound; Beaver Manila basis, 20c; New Zealand hemp basis, 20c; Sisal basis, 18c. These quotations are basis prices, ¾ in. and larger diameter. The following advances over basis are made for smaller sizes: ⅝ in., ½c; 9-16 to 7-16 in., inclusive, 1c; ⅜ in., 1½c; ¼ and 5-16 in., 2c; 3-16 in., 2½c extra.

Single lath yarn basis, 18c; double lath yarn, 18½c; halyards, 50c; Beaver halyards, white, ¾ in. basis, 35c.

Hemp, deep sea line basis, 50c; hemp, tarred ratline basis, 45c; hemp, tarred bolt rope basis, 45c; marline and houseline, 45c. Extra charge for shorter lengths than half coils, 2c per pound additional.

Cotton, ⅛ in., 43c a pound; 5/32 in., 42c; 3/16 in., 39c; ¼ in. and up, 38c.

Sandpaper—B. & A. sandpaper, less 10%; Star sandpaper, less 10%; B. & A. emery cloth, plus 20% on list.

Scales—Champion, including stamping, list less 10%; 4 lb. $6.60; 10 lb., $8.65; 240 lb., $12.65; 600 lb., $35.80; 1,200 lb., $43; 2,000 lb. $57.10; 2,000 lb. drop lever, $64.75.

Scythes—Cast steel, $15 a dozen; Golden Clipper, $16; Little Giant, $17; Bush, $16.

Snaths—1 loop, $16.80 a dozen; 2 loops, $15.80; 3 loops, $14.70; Bush, $18.20.

Screws—Discounts off Standard List—Wood, F.H., bright, 82½ and 5%; Wood. R.H., bright, 80 and 5%; Wood, 82½%; Wood, F.H., brass, 75%; Wood, O.H., bright, 80 and 5%; Wood, F.H., brass, 77½ and 5%; Wood, R.H., brass, 75 and 5%; Wood, O.H., brass, 75 and 5%; Wood, F.H., bronze, 72½ and 5%; Wood, R.H., bronze, 70 and 5%; Wood, O.H., bronze, 70 and 5%; Square cap, 50%; Hexagon cap, 50%; Set Screws, 55%.

Screws, Iron Bench, No. 14—1 in., $11.25; 1⅛ in., $13.50; 1¼ in., $15.65.

Spiders—Cast, No. 7, 90c; No. 8, 95c; No. 9, $1.05;. Nickel Plated—No. 7, $1.26; No. 8, $1.35; No. 9, $1.50; No. 10, $1.75.

Spades, Shovels and Scoops—Plain back shovels and spades, draining tools, hollow back scoops, sand shovels, hollow back shovels, hollow back coal shovels, riveted back scoops, miners' spring point shovels. 1st. 2nd and 4th grades, all 55%. These discounts apply whether goods are sold in carload or less than carloads, and apply only to Plain List, Black List prices being as follows:

Plain back shovels and spades, No. 2 black—1st, $29; 2nd, $28; 3rd, $25.

Draining tools, No. 2 black—1st, 29; 2nd, $27.50.

Hollow back scoops, No. 2, black—1st, $34.50; 3rd, $32.

Coal shovels, hollow back, No. 2, black—1st, $32; 3rd, $30.

Sand shovels, No. 2, black—1st, $27.50; 3rd, $24.

Hollow back shovels, No. 2, black—1st, $27.50; 3rd, $24.

Riveted back scoops, No. 2, black—1st, $37.50; 2nd, $35.50; 3rd, $34.

Miners' spring point shovels, No. 2—1st, $36.50.

Net Extras—For each size larger than No. 2, add 35c dozen net. Full polished, add $1 per dozen net. Half polished, add 50c per dozen net. F.o.b. London, Hamilton, Toronto, Gananoque, Ottawa, Collingwood, Sherbrooke, Montreal, Quebec, Halifax, St. John, Moncton and freight may be equalized thereon. On shipments less than 5 dozen f.o.b. factory only.

Spikes, Ship—Base, ⅜ in. and larger, $5 per 100 lbs. ¼ and 5/16 in., $5.50 per cwt. F.o.b. Montreal, Belleville, Toronto and Hamilton, with freight equalized on these points.

Spouts, Sap—Eureka, $15 per thous.

Squares (Steel)—No. 3, $21.60 dozen; No. 14, $19.60; No. 100, $24. Nickelled and blued, extra.

Staples (Fence)—Bright, $4.15 per 100 lb. keg; galvanized, $5.15.

Staples (Poultry netting)—Bright $7.25 per 100 pounds in kegs; galvanized, $8.25. Discount 10 per cent. Net extras (not subject to discount)—Coppering, 60 cents per 100 pounds, 10-lb. wooden boxes, $1.50 per 100 pounds; 25-lb. and 50-lb. wooden boxes, $1.

Stoves (Oil Burning Cooking)—Perfection No. 32, 2 burner, $21.50 each; Perfection No. 33, 3 burner, $26; Perfection No. 34, 4 burner, $34; No. 22G oven for above stoves, $8. Discount, 30% off list.

McClary Glass Front Oven, No. 170, each, net, $4.75. Detroit Glass Front Oven, No. 85, each, net; Hot Blast, plus %.

Stoves (Oil Heaters)—No. 525, $8.75 each; No. 530, $9.75; No. 630, $12.50. Discount 30% off list on these three numbers. Hot Blast, plus 10%.

Stretchers, Wire—Hercules, $3.60 doz.

Stretchers (curtain)—Star, No. 1, $27.60 doz.; Star, No. 2, $30 doz.; Sun. No. 1, $20; Sun, No. 2, $22.

Swings (Stratford)—4 ft., $7; 5 ft., $9; 6 ft., $11. Ontario, 4-passenger lawn swing, $7.50; awning, $4.50.

Sweepers—Carpet (Bissell's)—American Queen, nickelled fittings, cyco b.b., $60; Club, japanned, cyco bearing, $120; Champion, japanned fittings, $45; Grand, japanned, cyco b.b., $68; Grand Rapids, nickelled, cyco b.b., $55; Grand Rapids, japanned, cyco b.b., $50; Parlor Queen, nickelled, cyco b.b., $62; Princess, nickelled, cyco b.b., $57; Standard, japanned fittings, $46; Universal, japanned, cyco bear., $48; Universal, nickelled, cyco bear., $53. Toy (Bissell's)—Little Daisy, $3; Little Queen, $4.50; Little Jewel, $14.

Sweepers, Vacuum (Bissell's)—Grand Rapids, nickelled, $106 a dozen; Household, japanned, $94; Superba, nickelled, $120 f.o.b. factory, Niagara Falls, Ont.

Tacks—Wire tacks, 65/25% from revised hardware tack list adopted January, 1922; dounble-pointed tacks, 65/25%.

Shoe Findings—List adopted March 20, 1922.
ary, 1922; double-pointed tacks, 60/25%

Tapes, Measuring (Lufkin)—263, 50 ft., Challenge, steel, $4.95 each; 103, 50 ft. Reliable Jr., steel, $5.25 each; 243, 50 ft. Rival, steel, $4.40 each; 553, 50 ft. Steel, $3.95 each; 1243, 50 ft. Rival Jr., steel, $4.06 ea.; 603, 50 ft. Metallic, $3.17 each; 604, 66 ft., Metallic, $3.54 each; 403, 50 ft. Linen, $2.39 each; 713, 50 ft. Ass Skin, $6.15 doz.; 714, 66 ft. Ass Skin, $7.37 doz.; 143, 3 ft. Steel Pocket, $7.27 doz.; 145, 5 ft. Steel Pocket, $9.20 doz.; 175, 5 ft. Linen Pocket, $6.35 doz.; 165, 5 ft. Cotton Pocket, $1.55 doz.

Toasters, Electric—Universal, $7.80; C. G., $5. Discount, 20 and 10%. Canadian Beauty, $5.43; Upright, with rack, $6.40.

Tools, Harvest—Waverley, Wellandvale, Rixford, Maple Leaf, Bedford, 60% off new list.

Track, Barn Door—Hatch Trolley, per ft., 22½c; brackets for this, per doz., $2.20.

National Flat Track, 1¼ in. per 100 ft., $10.85. Storm King Flat, No. 60, list less 20-10%. Safety Flat, No. 60, list less 20-10%. Reliable No. 1 and 2, 20c per ft., less 20-10%. Round Trolley No. 1918, 20c per ft., less 20-10%.

Traps (Game)—Victor, No. 1 Giant, $3.35 per dozen; Jump, No. 1, $3.50; Hawley & Norton, No. 1, $5; Newhouse, No. 1, $7.50. All these include chains.

Trowels (Bricklayers)—Rose make—Size No. 10½, $25.20 a dozen; No. 11, $25.80; No. 11½, $26.40.

Tubs, Wood—No. 0, $26.40 per dozen; No. 1, $23.10; No. 2, $20.90; No. 3, $17.60. F.o.b. Newmarket.

Twine, Binder—500 ft., 11½c a foot; 550 ft., 12½c; 600 ft., 11½c; 650 ft., 14c. Freight prepaid to nearest station in lots of 300 lbs. and over. (This applies to Eastern Canada only.) Rebate of ⅛ cent lb. on 10,000 lbs. and ¼ cent lb. on 20,000 lbs. Cash, 5 per cent.; net, Oct. 1.

Twine (Cotton)—5-lb. sack, 3-ply, lb., 47½c; 4 ply, lb., 50c.
Cones, 3 ply, lb., 44c; 4 ply, lb., 47c.

Tin and Enamelwares—
Britannic, list plus 15%.
Scotch Grey Ware, 50 and 10%.
Colonial, 40%.
Imperial ware, 40%.
Pearl, 40%.
Premier, 20%.
Canada ware, 20%.
Crescent, 50 and 10%.
White ware, 50 and 10%.
Japanned ware, net list.
Japanned ware, white, list, plus 10%.
Plain and japanned sprinklers, list, 10%.
Stamped ware, plain, 50 and 10%.
Stamped ware, retinned, 50%.
Copper bottoms, plus 40%.
Tinners' trimmings, plain 50/10%.
Tinners' trimmings, retinned, 50%.
Tinners' trimmings, general, write for prices.
Factory milk cans, list, plus 15%.
Milk can trimmings, list, plus 33⅓%.
Cream cans, write for prices.
Railroad cans, write for prices.
Sheet iron ware, list, plus 10%.
Pieced ware, ordinary, list, plus 20%.
Pieced tinware, C. B., list, plus 30%.
Fry pans, Acme, 33⅓%.
Fry pans, Quick Meal, net list.
Spiders, steel, net list.
Fire shovels, japanned, list, plus 10%.
Fire shovels, japanned, list, plus 10%.
Steel sinks, galvanized, net list.
Steel sinks, painted, net list.
Light galv. pails and tubs, net list.
Heavy galv. pails and tubs, net list.
Hollow ware, add 40 per cent.
Garbage pails, net list.
Jap. coal hods, list plus, 33⅓%.
Galv. coal hods, list, plus 33⅓%.
Paper lined boards, 40%.
Wood lined boards, 25%.
Copper boilers, 10%.
Copper tea kettles, 10%.
Copper tea and coffee pots, net.
Stove and other pipe, net list.
Stove pipe elbows, black and galv., net list.
Galvanized coal hods, plus 33 1/3%.
Stove pipe thimbles, 60%.

Weights, Sash—Sectional, 1 lb. per 100 lbs., $2.75; sectional, ½ lb., per 100 lbs., $2.85; solid, 3 to 30 lbs., per 100 lbs., $2.50.

Wire — Annealed or Bright — Advances over base price on sizes lighter than No. 9. No. 9 and heavier, 6c; No. 11, 12c; No. 12, 20c; No. 13, 30c; No. 14, 40c; No. 15, 55c; No. 16, 70c.

Annealing, no extra. Oiled and annealed extra, 15c. Coppering and liquor finish extra, $1 to $1.50. Tinning extra, $2 to $3.

Bright base, $3.60. Annealed base, $3.60. Galvanized base, $3.90.

Barbed wire, $4.30. Coiled spring wire, 9 gauge, $3.95.

Stovepipe Wire—No. 18, $8.50; No. 19, $9.00.

Oils—Royalite, 21c a gallon; Palacine, 24c; Gasoline, net, 32½c. Above prices net.

Black oil (summer), 19c a gallon; Black oil (winter), 20½c; Capital, cylinder, 69½c; mach. oil, reg. grades, 39c; Imperial gas engine oil, 59c; Paraffine, 20c. List less 15% on above.

Imperial kerozone, tractor, heavy, $1.10; extra heavy, $1.20. List less 10%.

Polarine, $1. per gallon; Polarine medium, $1.; Polarine heavy, $1; Polarine, ex-heavy, $1.25. List less 25%.

Gargoyle Mobiloil, E and Arctic, $1.45; Gargoyle Mobiloil B, $1.70; Gargoyle Mobiloil BB, $1.70; Gargoyle Mobiloil A, $1.60. List less 25% on above.

Fuel oil, per barrel, net, 11 cents a gallon; from tank wagons, net 10c; tank cars, net, 9c. Prices shown are barrel basis, unless otherwise specified. Barrels charged extra.

Wheelbarrows—Navvy, steel wheel, $105 a dozen; garden steel, $78.75; light garden, $84. F.o.b. Montreal, Toronto, London.

Wringers, Clothes — Domestic, No. 531E, $115; Dom. Bench, No. 541EB, $174; Favorite, No. 511E, $105; Favorite, No. 512, $112; Royal Canadian, $94; Favorite, No. 514, $133; Ottawa, No. 331E, $105; Ottawa Bench, No. 341EB, $162; Challenge, No. 311E, $95; Warranty, $115; Bicycle, 11 in., $105; Eze, $102; Rapid, $92; Eureka, $64; Blue Belle, $115; Blue Belle, Folding B, 164; Rival, $105; Model, $97; Imperial, $102. Discounts from above list 30%.

Wrenches, Crescent, 4 and 6 in., $8; 8 in., $10; 10 in., $12.50.

Stillson—6 in., $2; 8 in., $2.25; 10 in., $2.50; 14 in., $3.50; 18 in., $5; 24 in., $7.25; 36 in., $13.50. Disc., 55% on Canadian, 42½% on genuine.

EAGLE LAMP BLACK
Made only by
THE L. MARTIN COMPANY
45 East 42nd St., NEW YORK
Agents in
Montreal, Winnipeg and Toronto

THE PARMENTER BULLOCK CO.
Limited
GANANOQUE, ONT.
Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Fence Plates.

SELL STRATFORD LADDERS

The Faultless Stepladder
It will mean profit and prestige for you. Our line of ladders is very complete and includes Extension and Step Ladders, Fruit Ladders, Etc.
We also manufacture
Lawn Swings, Garden Seats, Camp Cots and Chairs, Folding Chairs and Tables, Meat, Ironing and Bake Boards, Clothes Bars, Furniture, etc.
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Stratford Mfg. Co., Ltd.
STRATFORD ONTARIO

PAINTS AND OILS

Alabastine—Colors and white — 2½ lb. packages, $10.10 for 100 lbs.; 5 lb. packages, $9.60 for 100 lbs. F.o.b. Paris or nearest jobbing house.

Beeswax—Small quantities, 45c per pound; larger quantiites, 40c.

Blue Stone—Per lb., bbls., 7c; less quantities, 10c.

Borax—Lump crystal or powdered borax, 10c pound.

Bronzing Liquid—Bronzing liquid, No. 1, $2.25 a gallon. Banana oil, $4.25. a gallon.

Brushes—Floor waxing—Acme, 15 pounds, $2.70 each; 20 pounds, $3.25; 25 pounds, $3.80.

Coating—Cement coating, P. & L., $5.40.

Coal Tar—In quart tins, per case of three dozen, $3.75 per dozen; less than cases, $3.95 per dozen.

Colors (Dry)—Per pound—

Raw and Burnt Umber, 100 lb. kegs, No. 1, 6-9½c; less quantities, 11-15c.

Raw and Burnt Sienna, 100 lb. kegs, 6-9½c; less quantities, 12-15c.

Imp. green, 100 lb. kegs, 15c.

Chrome green, C.P., 40-45c.

Chrome yellow, 25-35c.

Brunswick green, 100 lb. keg, 11-13c.

Indian red, 100 lb. keg, 15-20c; No. 1, 100 lb. keg, 8c.

Lamp black, in bulk, 24c; packages, 25-28c.

Venetian red, best bright, 6½-9c; No. 1, 3¾-5½c.

Drop black, pure dry, 12-15c.

Golden Ochre, 100 lb. kegs, 5c.

White ochre, 100 lb. keg, 6c; barrels, 5c.

Yellow ochre, barrels, 3-6c.

French ochre, bbls., 5-8c.

Spruce ochre, 100 lb. keg, 5-8c.

Can. red oxide, bbls., 3c.

Super magnetic red, 5c.

Vermillion, Mexican, 75c.

English vermillion, $1.85.

Colors in Oil—Pure, in 1 lb. tins:

Venetian red, 27c; Indian red, 40c; Chrome yellow, pure, 50c; Golden ochre, pure, 34c; French spruce ochre, pure, 29c; Greens, pure, 35c; Siennas, 37c; Umbers, 37c; Ultramarine blue, 70c; Prussian blue, 95c; Chinese blue, 95c; Drop black, 42c; Ivory black, 44c; Signwriters' black, pure, 50c; Imperial black, 25 lb. irons, 35c.

Colors—Mortar—Brown, per pound, 2¼c; red, 2¼c; black, 7c; buff, 3c.

Deco-Tint (Wall finish)—Colors, 2½-lb. packages, $9.50; white, 2½-lb. packages, $9; colors 5's, packages, $9; white, 5's, packages, $8.49; colors, 100's, packages, $8; white, 100's, packages, $7.50; colors, bbls., (250 lbs.), $7; white bbls. (250 lbs.), $6.50.

Dryers—I. V. housepainters' japan, gal cans, $3; I. V. liquid dryer, $2.75. Discount, 50 per cent. on both these. Housepainters', $1.15.

Enamels (White)—Per gallon: Dougall white enamel, $7.43; Vitralite, $7.77; Duralite, $6; Old Dutch, $6.27; B-H "White" Enamel, $6.50; Martins, white, $7; Satinette, $7.23; C. P. Co. Albagloss, $6.30; C. D. Master Painters, $6.75; Mooramel, $7; Lowe Bros., Linduro, $7; Sunshine, white, $6; Kyanize, $8; Solpar, $4.50; Paripan, $9; Jasperlac, $4.25; Invincible, $6; Hillcrest, $7; Adelite, A. & E., $7.65; Adelite, A. & E., $5.40; Floglaze, $4.50; Ripolin, $7.09.

Glue—English, sheet, per lb, 24 to 30c; White pigsfoot, 50c; Cake bone, 112 lb. bags, 24 to 30c; Hides, 112 lb. bags, 30 to 32c; Ground glues, 112 lb. bags—English, per lb., 22 to 24c; Canadian, 16 to 18c.

Glass— Case lots.	Star or Double 16 oz.	24 oz.
Up to 25	$ 6.00	$ 9.80
26 to 40	7.45	12.20
41 to 50	8.10	13.30
51 to 60	8.45	13.80
61 to 70	8.80	14.40
71 to 80	9.30	15.15
81 to 84	10.85	17.65
85 to 90	11.40	18.50
91 to 95	....	20.65
96 to 100	....	22.35

Cut size sheet glass, 75 per cent. off November, 1920, list.

Glaziers' Points—Zinc coated, 7c ½ lb. package.

Lead, White—(Ground in oil)—Prices are per 100 lbs. in ton lots. Less than ton lots are 35c per 100 lbs. higher than quoted below. F.o.b. Brantford, 50c; London, 55c; Windsor, 60c per 100 lbs. F.o.b. Toronto and Hamilton, 45c per 100 lbs. F.o.b. Fort William and Port Arthur. 75c per 100 lbs. Maritime differential 50c per 100 lbs. over Montreal.

	Montreal.	Toronto
Anchor, pure	$12.75	$13.20
Champion, pure	12.75	13.20
Crown Diamond, pure	12.75	13.20
Green Seal pure	12.75	13.20
I. V. Perfection	12.75	13.20
Ramsay's pure	12.75	13.20
Moore's pure	12.75	13.20
Tiger, pure	12.75	13.20
O.P.W., Dec., pure	12.75	13.20
Elephant Genuine	13.75	13.70
BB Genuine, less than tons	14.10	14.55

Lead (Red Dry)—Per 100 lbs.—Genuine, 560 lb. casks, $9.75; Genuine, 100 lb. casks, $10.75; less quantity, $11.75. Fo.b. Montreal and Toronto.

Linseed Oil—(Raw)—Per gal.—1 to 2 bbls., $1.10. Boiled—1 to 2 bbls., $1.13.

Litharge—Casks, per cwt., $9.25; smaller quantities, per lb., 10¾c.

Muresco—Per 100 lbs.	White.	Tints.
350 lb. bbls.	$7.15	$8.25
200 lbs., half bbls.	8.00	9.10
100 lbs., kegs	8.25	9.35
Cases, 20 5-lb. pkgs.	8.80	9.90

Paints, Prepared—Price per gallon, 1 gallon can basis—

C. P. Co. Elephant white, $3.85; Sanitone, white, $3.45; Sanitone, colors, $3.35; C. P. Co., pure white, $3.95; C. P. Co., pure colors, $3.60; C. P. floor paint, $3.55; Elephant floor paint, $3.30; Victoria floor paint, $2.70.

B-H English, colors, $3.60; English, white, $3.95; Fresconette, white, $3.45; Fresconette, colors, $3.35; floor, $3.55; porch floor, $3.60.

Crown Diamond, white, $3.70; colors, $3.35; floor, $3.30; porch, $3.30; flat wall tone, white, $3.45; colors, $3.35.

Moore's House Colors, white, $3.75; House Colors, colors, $3.50; Preservo Paint, white, $2.70; colors, $2.55; floor paint, $3.45; Sani-Flat, $3.45; Porch and Deck Paint, $3.50.

I. V. Elastica, white, $3.55; Elastica, colors, $3.30; Flatine, int. wall, white, $3.45; Flatine, int. wall, cilors, $3.35.

Lowe Bros., H. S. White, No. 328, $3.95; H. S., color, $3.60; H. S. floor, hard drying, $3.55; H. S. Porch, $3.60; Mellotone, flat wall, white, 3.50; color, $3.35.

Jamieson's Crown Anchor, $3.45.

O.P.W. Canada Brand, white, $3.95; colors, $3.60; floor, $3.55; Flat Wall, white, $3.45; color, $3.35.

Ramsay's Pure, white, $3.80; colors, $3.45; floor, $3.40; porch, $3.45.

Glidden's white, $3.95; colors, $3.60.

Martin-Senour, 100%, white, $3.95; colors, $3.60; porch, $3.60; Neutone, white, $3.45; Neutone, colors, $3.35; floor paint, $3.35.

Sherwin-Williams, white, $3.95; colors, $3.60; floor, $3.45; porch, $3.60; Flat Tone, white, $3.45; colors, $3.35.

Maple Leaf, white, $3.95; colors, $3.60; floor, $3.55.

Pearcy's Prepared, colors, $3.05; white, $3.40; floor, $3.

Adelite, white, $3.95; colors, $3.60; Industrial white, $3.50.

Barrett's Everjet Elastic Carbon Paint—Barrels, per gal., 85c; half barrels, 85c; 5s and 10s, 95c; 1s, per case, doz., $12.00.

Everjet Black Enamel—Crates, 2 doz., 8 oz., $1.45; crates 12 doz., 8 oz., $1.40; 1 gal. cans, gal., $1.50; 5-10 gal. cans, gal., $1.35; barrels-half bbls., gal., $1.25.

Carbosota Liquid Creosote Oil—Barrels, 60c; half barrels, 65c; 5s and 10s, gal., 95c; 1s (case 12 gals.), Montreal, $8.50; Toronto, $9.50.

H., T. & A. Co.'s Creosote Oil—Barrels, 45c; half-barrels, 50c; 5s and 10s, 60c. F.o.b. Montreal and Toronto.

Paris Green—100 lb. lots—½ lb. paper cartons, per lb., 37c; 1 lb. paper cartons, 35c; ½ lb. tins, 39c; 1 lb. tins, 37c; 25 lb. tins, 33c; 50 and 100 lb. drums, 31c; 250 lb. kegs, 28½c; 600 lb. barrels, 28c. Terms: 1 per cent. 15, or 30 days net. F.o.b. Montreal, Toronto, Hamilton, London, Ottawa, Quebec, Moncton, St. John's and Halifax, Yarmouth and P. E. I. points ¼c per lb. extra.

Polish (O-Cedar)—4 oz. bottles, doz., $2.10; 12 oz. bottles, $4.20; 1 qt. can, $10.50; ½ gal. cans, $16.80; 1 gal. cans, $25.20.

Polish-ol—4 oz., $1.80 doz.; 12 oz., $3.60 doz.

Putty (Standard)—Less than tons—Bulk, bbls. (800 lbs.) per cwt., $5.20; 100 lb. drums, $6.20; 25 lb. drums, $6.45; 12½ lb. irons, $6.70; Bladders in bbls. (400 lbs.). $7.20; in cases, (100 lbs.), $7.70. Tons, 25c lower. Pure linseed putty, $1.50 cwt. advance on above prices. Hamilton prices same as Toronto.

Plaster Paris—Single barrels, $4.

Rosin—Barrel lots, per 100 lbs.—G., medium grade, $3 to $3.50; water white, $4.75 to $5.25.

Remover (Paint and Varnish)—High Standard, $3; Taxite, 1 gal. cans, $3; B-H Vanisher, $3; Chalco, $3; Klensa, $3; Cumoff, $3; Dougall Lingerwett, $3.25; Takeoff, $3; O.P.W. Presto, $2.60; Solvo, $3.60; Varn-off, $3; Adelite, $3.

Shellac—Per gal. in bbls.—White, $5.10; orange, $4.60. Gal. jugs, white, $5.40; orange, $4.90. F.o.b. Toronto, London, Montreal.

Sulphur—In 100 lb. bags, per pound, 4½c.

Shingle Stains—

	Ordinary Colors.	Greens
Sherwin-Williams	$1.40	$1.60
B-H Anchor	1.40	1.60
M. L. Creosote	1.40	1.60
Soligum	1.25	1.60
Martin Senours	1.40	1.60
Elastica	1.40	1.60
Hillcrest	1.40	1.60
"C.D." Shingle Stain	1.20	1.40
Canada Paint	1.75	2.00
O.P.W. Creolin	1.30	1.50

Tar—Coal tar, refined, $10.50; crude, $9.25.

Turpentine—Single bbls., gal., $1.25; 2-4 bbls., gal., $1.24; 5 gal. lots, per gal., $1.40.

Varnishes—Per gal. cans—B-H Floors, $4.08; Maritime Spar, $5.13; Hard oil, $2.76; Gold Medal, $3.42; Elastilite, $3.85; Granitine Floor Finish, $3.85; Hydrox Spar, $3.95.

C. P. C. Sun Varnish, $4.30; Sun Aero Spar, $4.50; Sun Waterproof Floor, $4.40.

Glidden Wearette, $3.90; floorette, $3.90.

I. V. Elastica, No. 1, $4.89; No. 2, $4.48; Floor, $4.

Jasperite Interior and Exterior, $3.75; Indestructo, floor, $3.75; Pale Hard Oil, $3.75.

P. & L., No. 61, $5.04.

Jamieson's Copaline, $4.

M-S Marble-Ite Floor, $4.22; Wood-Var, $4.06; Durable Spar, $5.13; Finest Interior, $4.87.

Moorlastic Floor, $4.25; T. 45 Floor, $3.50; Moorvar Interior, $3.25; Moore's Spar, $5.

S. W. Mar-not, $393; Rexspar, $5.04; Scar-not, $4.66.

Lowe Bros., durable floor, $4.50.

Solpar, Spar Marine, $6; House Spar,, $4.50; Floor, $4.50; Interior, $3.50.

Kyanize Spar, $5.15; Cabinet Rubbing, $4.85; Interior and Floor, $4.85.

Luxeberry light, $4.75; Granite, $4.90; Spar, $5.62.

Ramsay's Universal, $3.75; Agate Floor, $3.95; 400 Hard Oil, $3.25.

"C. D. Big 4" Exterior, $5; Interior, $4.50; General purpose, $4.18; Furniture, $2.25.

Dougall Univarnish, clear, $4.40; Transparent, spar, $4.90; Transparent, floor, $4.40.

Adelite, No. 103, Floor, $3.90; No. 105, Flat, $3.90; No. 100, Spar, $5.70. F.o.b. Montreal and Toronto.

Water Paints—Per 100 lbs. in 5 lb. packages—Frescota, white, $8.50; colors, $9.50; Decotint, white, $7.50; colors, $8; Coralite, white, $9; Perfecto, white, $8.50; Rockface, bbls., 250 lb., 5c.; Opalite, 300 lb. bbls., 17½c; Opalite, 100 lb. pkg., 18½c; 1 gal. packages, per pkg., $1; ½ gal. package, per pkg., 52½c; Ramsay's "Ideal," 310 lb. bbls., 40½c; Sturgeon's Solpar, 40c.

Waste—Cream, polishing, 18c.

White—xxx, 18c; Colored—No. 1, 13½c.

Wax—B-H Wax, 45c; Berry Bros., 70c; Imperial Floor Wax, 35c; Anchor, 38c; O.P.W. Lion Brand, 38c; Old English, 67c; Johnson's, 67c; Jamieson's liquid wax, gal., $3.50; Ramsay's, 45c; Martin-Senours, 38c; I. V. Wax, 38c; Sherwin-Williams, 48c; Solpar, $8.80 to $9.90; Crown Diamond, 40c; Hillcrest, 45c; Plymouth Rock, 45c; Champion white, 50c; Ad-el-ite paste, 45c.

Whiting—Plain, in bbls., $3.00; Gilders, bolted in bbls., $3.25.

Wood Alcohol—Per gal.—In five gallons, $1.75; Methylated Spirits, $1.90 to $2.55.

Wood Filler (Paste)—Kleartone—All colors except mahogany—1 lb. cans, 28c a pound; 2 lb., 26c; 5 and 10 lb., 24c; 25 lb., 22c. Mahogany 5 cents a pound higher. Discount 35 and 5 per cent.

Wood Filler (Liquid)—Crown Diamond, per gal. in qt. tins, $1.70.





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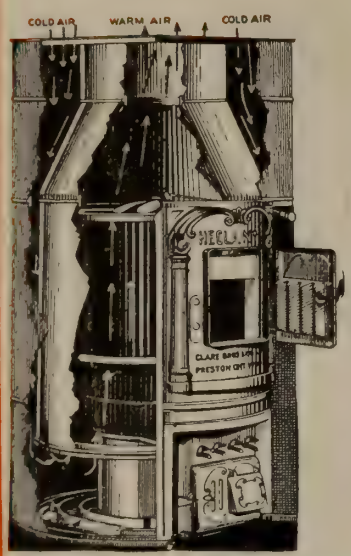
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That's why hundreds of progressive dealers throughout Canada sell Clare Bros. Furnaces. There's a style and size to meet every prospect's needs—there are exclusive features which the prospect can readily see make for additional comfort as well as effecting a considerable saving in fuel.

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HECLA Pipe or Pipeless
SUCCESS Pipe or Pipeless
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The Hecla

The Hecla Furnace, both in Pipe and Pipeless styles, has four big talking points—Steel Ribbed Firepot, Fused Joints, Circular Water Pan and Individual Grate Bars.

The Steel Ribbed Firepot, an exclusive Clare Bros. feature, gives three times the heat radiating surface—positively saves one ton in seven.

The Fused Joints, another exclusive Clare Bros. feature, absolutely eliminate all leaks of gas or dust.

The Circular Water Pan saves coal—ensures the proper degree of healthful moisture in every room.

The Individual Grate Bars make it easier to shake down.

The Success

With the Success, you are able to meet the competition of the low-priced furnace. With our large plant and big production we are able to build furnaces at low cost and still maintain *quality* in the product.

Like the Hecla, the Success has the Patent Fused Joints. You can guarantee no gas, no dust, no smoke. The Success is a standard furnace construction that will give good service.

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For the prospect who desires a wood-burning furnace the Hilborn offers strong recommendations. It will last a lifetime. It is the furnace that built our reputation for making good heating appliances. Made in two styles and five sizes. Simply and effectively constructed. Where wood is still to be had no furnace will give more comfort or more economical heating than the Hilborn.

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Vol. 14, No. 6 JUNE, 1922 $1.00 Yearly

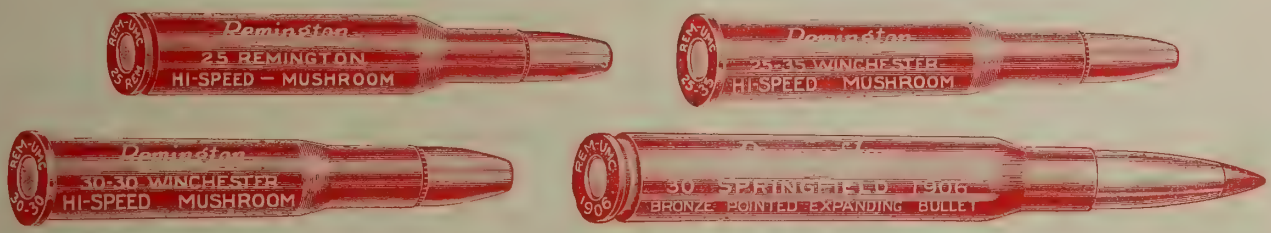
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	Weight of Bullet	Velocity	Energy	Height of 200 yard trajectory
.25 Remington	87 grs.	2800 ft. per sec.	1510 ft. lbs.	2.8 inches
.25-35 W.C.F.	87 grs.	2650 ft. per sec.	1360 ft. lbs.	3.1 inches
30-30 W.C.F.	110 grs.	2600 ft. per sec.	1650 ft. lbs.	3.3 inches
.30 Springfield (Bronze Point Expanding)	150 grs.	2900 ft. per sec.	2800 ft. lbs.	2.5 inches

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THE SUPERB NEW EUREKA

—embodying mechanical refinements and improvements that will carry it to even greater heights of popularity!

EUREKA Model 9 is now in the hand of Eureka dealers. The nation-wide enthusiasm which has greeted this latest product of the Eureka engineering staff is a warm tribute to the genius which has developed the refinements that make the Eureka even finer and more efficient than the winner of five international grand prizes. Each of eleven distinct improvements contribute to the rapidity and thoroughness with which the Eureka cleans, to its ease of operation, and to its ability to withstand gruelling service without failure and repair.



THE nozzle has been lengthened to 13½" and its ends have been narrowed to increase the speed of the air at these points. This change now enables the Eureka to remove 95% of the clinging surface litter even without the aid of the improved "sweep action" brush. The new brush now permits a seal between floor covering and nozzle lips when clamped into position—a radical improvement representing the best combination of air and brush action. The wheels have been placed behind the nozzle—a change which not only permits easier cleaning against base boards and in corners, but which makes it unnecessary to adjust the nozzle for the different napped floor coverings.

A Profitable Cleaner Agency

To produce the maximum net profit, a vacuum cleaner must have mechanical excellence established beyond a shadow of doubt, it must be priced for mass appeal, it must be popularized by effective national advertising, and it must carry dealer discounts which leave a satisfactory profit after handling. The Eureka satisfies these four requirements. We invite correspondence from dealers regarding the dealer agency. Don't delay write us at once.

EUREKA VACUUM CLEANER CO., Kitchener, Ontario



Business is Booming

Just as expected—Owl quality products are tremendously popular. Repeat orders are flowing in and not one complaint as yet recorded by customer or dealer. Owl quality products are dependable because the factory behind the product is modernly equipped and supervised. If you have not ordered Owl quality products—do so now when big business is easy to get.

—The Quality and Value in Owl Roofing is Unsurpassed

Our Quality Roofings are waetrproof and weatherproof. They are fire-resistant because no oils whatsoever are used to "thin out." The Asphalt Owl Roofing is made to suit Canadian climatic conditions and does not deteriorate in service. They give maximum service at minimum cost. Feature Owl quality products and you will be well repaid through increased business and assured satisfaction.

Write to-day for Samples and Prices.

W. WALKER & SON, Limited

10-16 Alcorn Ave. - TORONTO

Owl Roofing made in 1, 2, 3, 4, 5 ply. 108 sq. ft. to each roll. 32 in. wide. The fastest selling roofing on the market to-day.

—Owl Brand Asphalt Slates

Red or Green, size 9"x12¾". Make an artistic, permanent, fadeless, weathertight, fire-resisting roof. *"They will not curl or crack."*

"4 in 1" —Owl Brand

Particularly economical — they require but one-quarter of the labor and only five nails to every eight used in laying individual slates. *"They will not curl or crack."* Surfaced in natural colors—red or green. No painting or staining required.

—Owl Brand Slate Surfaced Roofing

Slate surfaced in rolls 32x18" wide. 108 sq. ft., 85-ft. roll. Nails, cement and instructions with each roll.

Samples on Request

THE PILOT SUPERIOR PIPELESS FURNACE

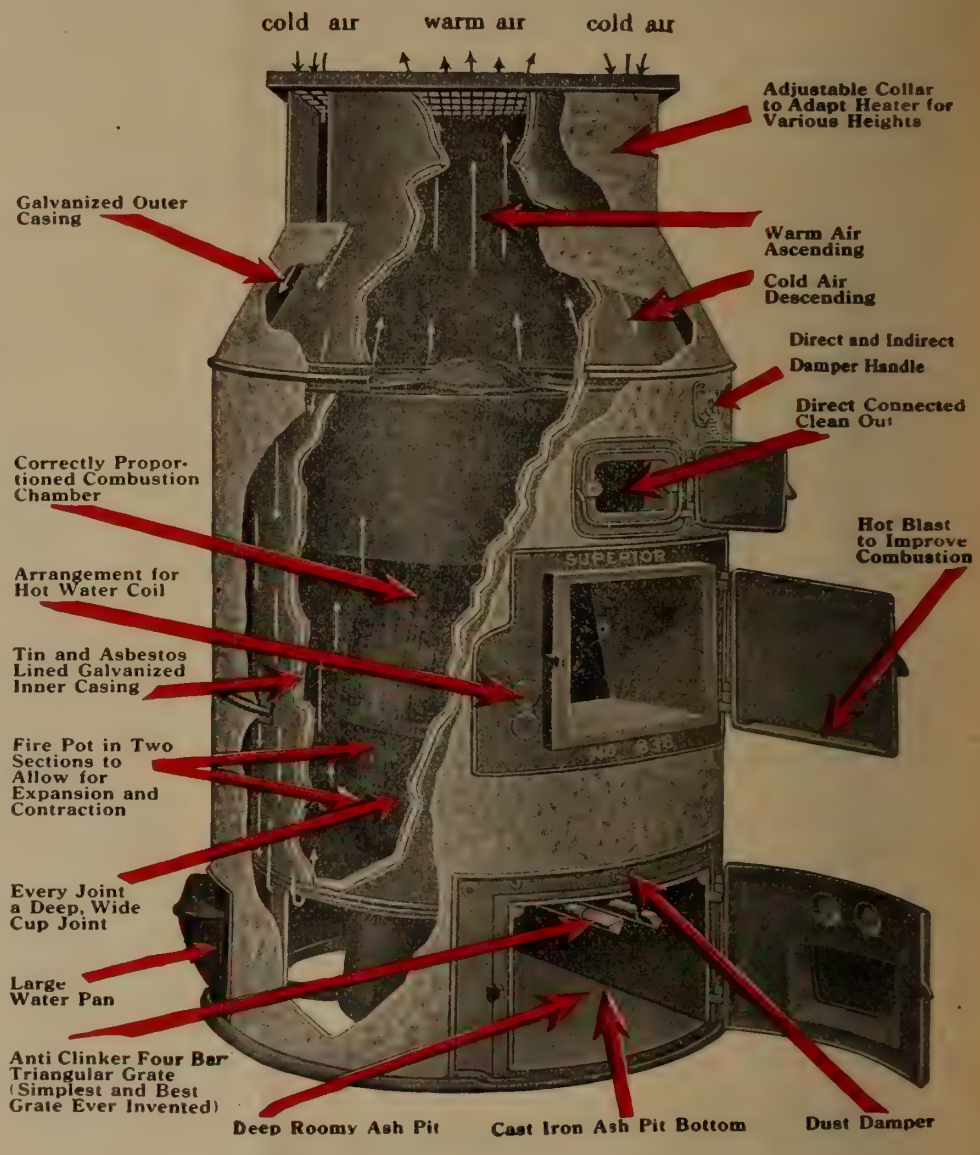
Any handy man can install it in five hours. Every dealer should display one on his floor.

ONLY ONE REGISTER

This is undoubtedly the unequalled leader in the pipeless field. It is easy to convince your customers of the merits of the Pilot Superior. The best selling help you can have in selling the Pilot is to let your prospect talk to your last customer. They are always satisfied and ready to "boost" for you.

In the illustration, we have indicated with arrows some of the many convincing selling points that close the sales. The Anti-Clinker, Four-bar, Triangular Grate, to mention just one feature, is a matter of much interest to your prospects. This and many of the others will interest, convince, and bring most customers to the decision to buy.

Altogether, you will find the Pilot Superior a very gratifying pipeless furnace to sell, and a very satisfying furnace for your customers to buy.



The Hall Zryd Foundry Company, Limited

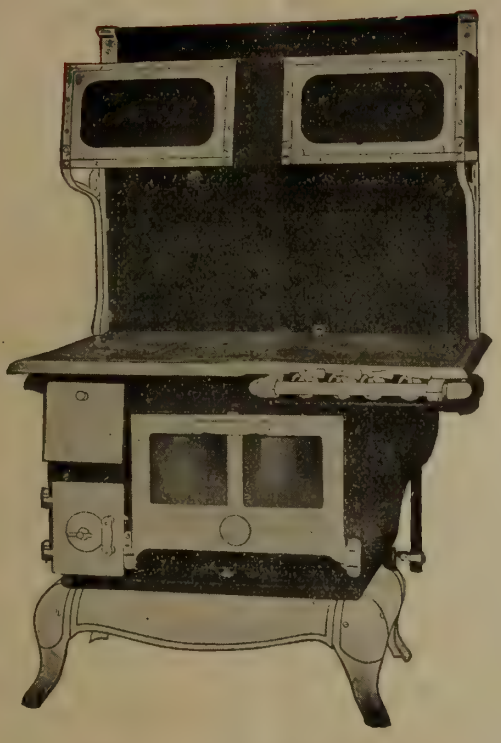
Western Branch: Post Office Box 687, Winnipeg, Man.

Manufacturers of Pilot Stoves, Ranges and Furnaces

Hespeler - Ontario

THREE FAST SELLING PILOT RANGES

This handsome line brings business to the hardware merchant and satisfaction and delight to their customers.



A favorable first impression enables you to point out the many convincing selling points of the Pilot line.

Pilot Alerta

This made in two sizes: 16"x20" and 20"x20" oven so that you can offer your customers a choice in size. It is also supplied with or without reservoir. From the illustration you can easily judge the beauty of this handsome range. Note the bright, attractive, nicel trimming, the white enamel and the mirror in the decorative top.

Pilot Quebec Heater

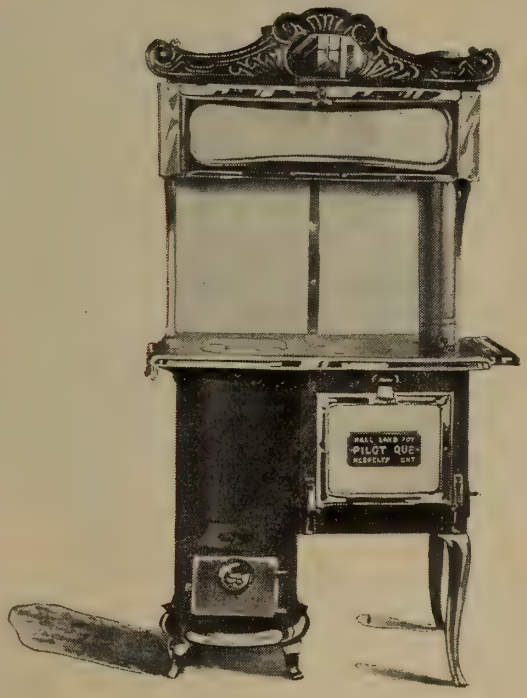
This is a particularly nice looking Quebec Heater. Very attractive in trim, having considerable nickel and white enamel about it and a decorative top with a mirror. This has a strong appeal to your customers that want a nice-looking and extremely serviceable Quebec Heater with a fine oven that bakes and roasts to perfection.

Pilot Combination



THE NEW No. 21 Pilot Combination

This is a handsome range, neatly and tastefully trimmed. Not only does it interest your range buying prospects by its appearance, but it thoroughly convinces them by its features of good workmanship, sensible design and high-grade materials. Notice, especially, the warming closets, and the oven with glass doors and thermometers. The gas side is free from projecting pipes, etc.



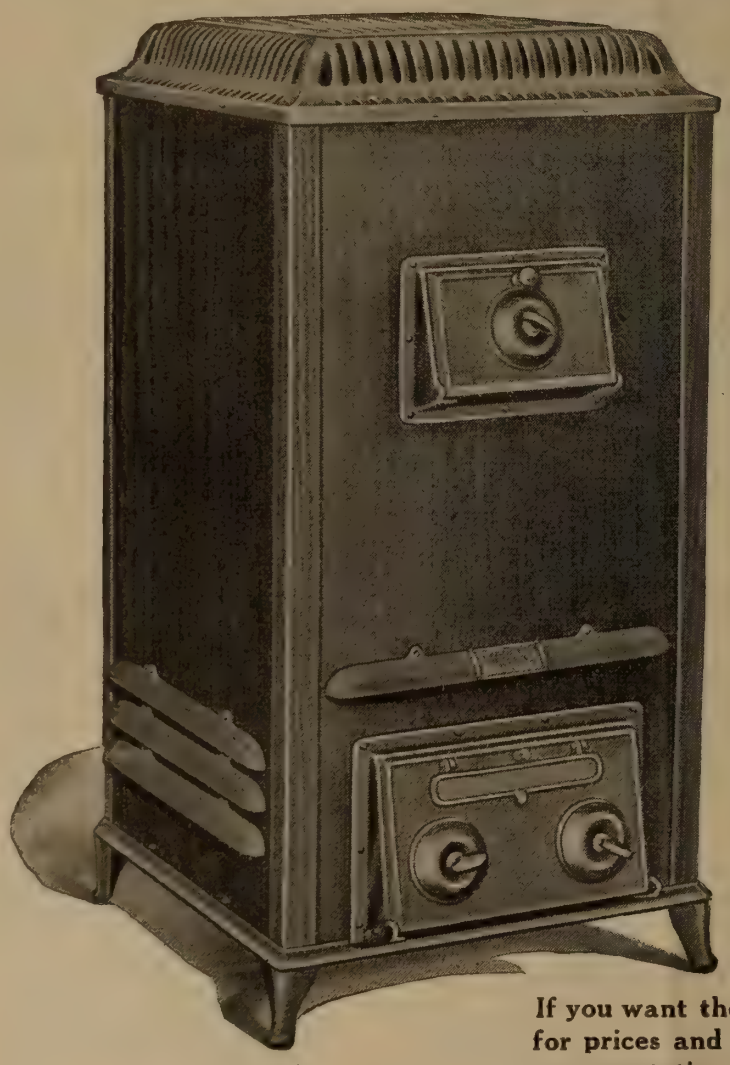
Pilot Alerta

Pilot Quebec Heaters

SOUVENIR SUPERHEATER

THE MOST MARVELLOUS ACHIEVEMENT OF STOVE BUILDING IN THE LAST FIFTY YEARS

LOOKS LIKE A MAHOGANY CABINET BUT IT'S A REAL FURNACE—CAN BE PLACED IN BEST ROOM



WHO'S GOING TO HANDLE IT IN YOUR TOWN— YOU OR YOUR COMPETITOR?

We are only going to appoint one agent in each town—so if you are to be the lucky dealer you should waste no time. The SOUVENIR SUPERHEATER is the only thing of its kind in Canada. It's entirely new—the latest system of heating—it sells itself and affords real good profit.

There's no doubt about the rushing business that's going to be done by the dealer who handles the new SOUVENIR SUPERHEATER. And remember, there will only be one agent in your town. Some dealer in your town is going to get the agency and that someone is going to make a lot of money, too.

If you order one of these heaters now and display it in your store you will develop many prospects that will result in sales next fall. And we'll help you get the orders.

We will mail attractive, descriptive folders to your customers with your name and address imprinted on them. We shall be advertising the SOUVENIR SUPERHEATER extensively too.

If you want the agency in your town write us at once for prices and descriptive circular or ask us to send a representative to see you.

THE HAMILTON STOVE & HEATER CO., LTD. Hamilton, Ont.

Successors to GURNEY TILDEN CO., Ltd.

Representatives:

J. E. Maranda: Quebec Travelling Representative, St. Hilaire, Que.

Winnipeg Representative: 134 1/2 Higgins Ave., Winnipeg, Man.

Vancouver Representative: 1073 Hamilton St., Vancouver, B.C.

MARSHALL-WELLS CO., Limited — *Distributors for*—**Manitoba, Saskatchewan, Alberta, British Columbia.**

"GOLD MEDAL" SAFES

Provide Security for You
AT MODERATE COST

FOR

Mortgages, Leases,

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Books of Accounts,



A safe is worth more to you now than the few dollars invested in it would be ofter a fire or a robbery.

Deeds,

Abstracts,

Contracts,

Stock and Bond Certificates,

Valuable Data.



FOR

Priceless Heirlooms

Articles which you consider beyond replacement—

Treasures that cannot be made good by any amount of insurance or any sort of equivalent.

Take no more chances — All sizes in stock.

Write us for Catalogue and Prices.

THE
HOBBS HARDWARE CO., Limited **London, Ontario**

Gurney

Furnaces

BEST FOR YOU

Easy to Install

Simple Construction

BEST FOR YOUR CUSTOMER

High Quality

Always Satisfactory

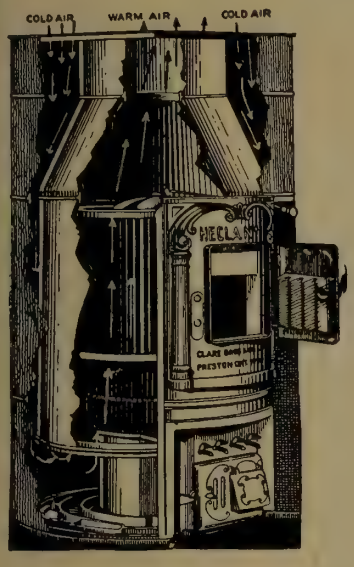
THE GURNEY FOUNDRY COMPANY LIMITED

TORONTO - CANADA

MONTREAL WINNIPEG VANCOUVER

You'll Not Fear Competition With This Splendid Furnace Line

HECLA Pipe or Pipeless
SUCCESS Pipe or Pipeless
HILBORN Wood Furnace



A style and size for every selling need

EVERY dealer knows that the product with the important, exclusive selling points is the one that's most easily sold.

That's why hundreds of progressive dealers throughout Canada sell Clare Bros. Furnaces. There's a style and size to meet every prospect's needs—there are exclusive features which the prospect can readily see make for additional comfort as well as effecting a considerable saving in fuel.

Every Clare Bros. product, too, is built in a ***quality*** manner. You can be sure when you sell a Clare Bros. Furnace that it will stand up to every claim we make.

The Hecla

The Hecla Furnace, both in Pipe and Pipeless styles, has four big talking points—Steel Ribbed Firepot, Fused Joints, Circular Water Pan and Individual Grate Bars.

The Steel Ribbed Firepot, an exclusive Clare Bros. feature, gives three times the heat radiating surface—positively saves one ton in seven.

The Fused Joints, another exclusive Clare Bros. feature, absolutely eliminate all leaks of gas or dust.

The Circular Water Pan saves coal—ensures the proper degree of healthful moisture in every room.

The Individual Grate Bars make it easier to shake down.

The Success

With the Success, you are able to meet the competition of the low-priced furnace. With our large plant and big production we are able to build furnaces at low cost and still maintain *quality* in the product.

Like the Hecla, the Success has the Patent Fused Joints. You can guarantee no gas, no dust, no smoke. The Success is a standard furnace construction that will give good service.

The Hilborn

For the prospect who desires a wood-burning furnace the Hilborn offers strong recommendations. It will last a lifetime. It is the furnace that built our reputation for making good heating appliances. Made in two styles and five sizes. Simply and effectively constructed. Where wood is still to be had no furnace will give more comfort or more economical heating than the Hilborn.

The Big Furnace Season is Here

You can meet every demand for furnaces in your community with this splendid line. You can *increase* your furnace business—build up one—with it. Write us today for further information and details of our dealer proposition. Don't delay—every day now sees furnace sales made.

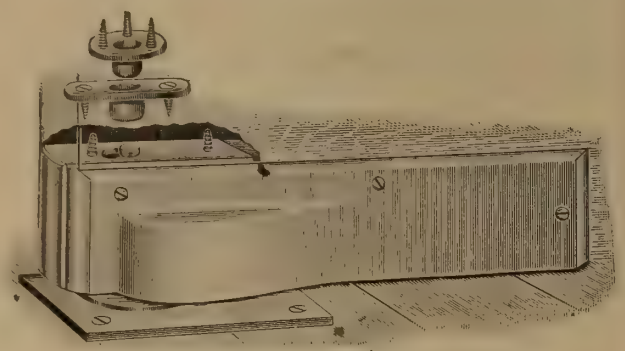
CLARE BROS. & CO. Limited

Preston - Ontario

Winnipeg Saskatoon Calgary Edmonton Vancouver

A TYPE OF FLOOR HINGE
THAT IS EXCLUSIVELY A "T.F." PRODUCT

A Feature Article Made in Canada

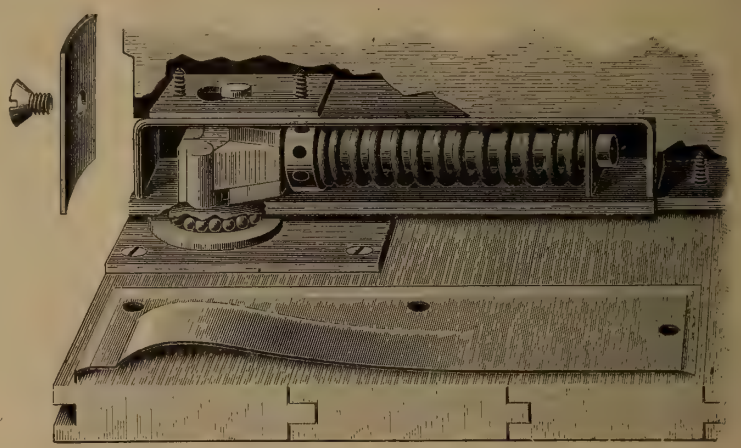


THE CHIEF SPRING FLOOR HINGE

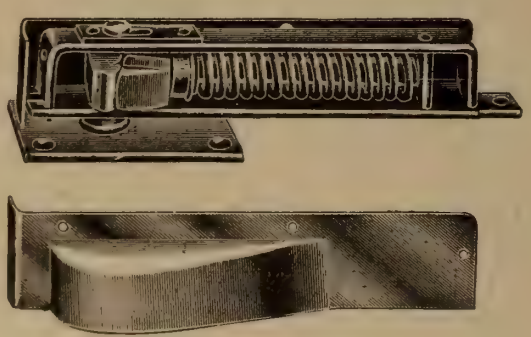
Our General Catalogue is replete with all kinds of Hinges and Builders Hardware.

Wrought Steel—Ball Bearing—no mortise to be cut in floor. Water cannot get into working parts—see catalogue for full details.

See page 63 in our catalogue for the T. F. double acting *Door Check.*



INSIDE VIEW SHOWING CONSTRUCTION OF HINGE



"DOMINION" FLOOR HINGE

As illustrated to left—same construction as the Chief but without Ball Bearings—double acting—in any finish—packed with screws to match.

TAYLOR-FORBES Company, Limited

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HARDWARE AND ACCESSORIES

PAINTS·ELECTRIC·HOUSEWARE·HEATING·LIGHTING·

Including CANADIAN TIRE AND ACCESSORY JOURNAL Established 1906

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VOLUME 14 TORONTO JUNE 1922 NUMBER 6

HARDWAREMEN AND RADIO

RADIO equipment will be in tremendous demand in retail stores throughout Canada during the coming fall and hardwaremen, particularly those who sell electrical lines or those who have on their staff some salesman who through war experience became familiar with wireless telephony, can make a success of handling radio supplies and sets.

During the summer there will be a lull in retail trade owing to the vacation season. Considerable business, however, will be done in high priced long distance sets for equipping summer homes and resorts. Manufacturers are taking advantage of this summer lull to catch up with the overplus of orders they received during the Spring months.

Hardwaremen are the logical class of retailers to sell radio equipment as they have the necessary tools and supplies which are needed by the men and boys who install the aerials and connect up the crystal and vacuum tube sets to receive concerts and messages by wireless. Some electrical shops, garages and even drug stores will probably take up the sale of radio supplies, but no class of merchants are better fitted to handle this trade than hardwaremen.

To prepare for the big busines to be done about September. hardwaremen should make their connection now and on another page in this issue. HARDWARE and ACCESSORIES gives the names of manufacturers and jobbers who we believe to be reputable and to supply reliable equipment. Dealers must, however, be on the lookout in buying radio equipment as some manufacturers have rushed into production without bringing their products to the high standard of quality which should be demanded in all radio equipment.

The demand during the fall will largely be for two classes of equipment. Men of intelligence who will be will to pay the price for reliable long distance sets to receive concerts and news broadcasted from stations several hundred miles away. Tens of thousands of young men and boys will be in the market to buy parts for crystal sets to receive concerts broadcasted from stations within 50 miles of their homes. A well selected stock of radio parts should therefore be obtained. For complete crystal sets selling from about $15 to $30 there will also be a considerable demand, but it must be recognized that the big demand will be for long distance sets purchased by men and parts to be bought by young men and boys.

As manufacturers are unable to supply in large quantities owing to the tremendous demand and large orders unfilled, retailers will hardly be able to overbuy. Prices are tending downward but it is predicted that they will stiffen up again in early fall. It is probable that because of the big demand there will be in the fall that dealers will be able to sell all they can buy, but with prices uncertain and some poorly manufactured goods on the market, care should be taken in making connections only with manufacturers and jobbers who sell high quality equipment.

BUY HEATING EQUIPMENT NOW

Across the road from where this editorial is written is a building which has been held up for over a month waiting for a supply of brick. Brickyards with labor and coal cost high, have hesitated to manufacture stocks of brick without orders from builders. And when the builders wanted brick available supplies were soon exhausted.

Will this situation be repeated when the demand for stoves and furnaces develops in a few weeks? The chances are that it will.

Industry is quickening and the construction of homes and small buildings is almost double in volume what it was in 1921.

Iron is advancing and labor costs are not decreasing. Prices, therefore, are not likely to be any lower, particularly as most foundry men have been operating at a loss for some time.

Manufacturers are hesitant to stock up heavily without some reasonable specifications from dealers and they naturally expect their dealers to take some of the chances of merchandising.

Dealers can, with reasonable accuracy, estimate their requirements of stoves and furnaces during the six months from July to December, and if each one would place orders for half or two thirds of their probable needs it would not only ensure against a possible shortage in the fall but it would also give a much needed impetus to the industrial sections in the towns and cities. With more labor employed the farmers will also benefit.

If you want better business prepare for it by having the goods you will need ordered well in advance of the season they are required . Get the goods and display them if you want a lively trade in stoves and furnaces this fall.

The world's worst "ism" is pessimism.

Having a show case jammed with junk is like using a good salesman to carry coal.

Merchants who are doing things to make business better are not complaining of poor business.

The Comeback

Written For Hardware and Accessories By Dr. Frank Crane.

I FIND that the way I am treated in the day's work depends upon the state of mind I bring into it.

If I enter a circle of men whom I take to be superior to me, I am likely to be snubbed. If I impute to them the feeling that I am inferior I will not fail to be inferior.

If I am self-confident, I awaken confidence.
If I cringe, I make others want to step on me.
If I am cheerful, cheerfulness is handed me by others.
If I am grouchy and snappy, they will bite me.
People go at me about the way I go at them.

There is a law in physics to the effect that action is equal to reaction. The ball rebounds from the wall with precisely the force with which it was thrown against the wall.

And if I approach a man with politeness, I usually receive politeness.

I get from this world a smile for a smile, a kick for a kick, love for love, and hate for hate.

Of course there are exceptions to this rule. But if there were no rules there would be no exceptions.

And the difference between the man who knows how to play a game and wins regularly—any game, including poker, business, and the game of life—and the man who steadily loses is that the wise man sticks to the rules and the law of averages, and the fool "has a hunch" and stakes his all on the exceptions.

A good definition of a fool is one who thiks that this time doesn't count.

My tablets, therefore! Meet it is I set it down that I am getting what is coming to me.

This is a world of law. Chance is only to be found in the dictionary. In the bright lexicon of fact there's no such word.

If I am petulant, unrestful, irritable, unsatisfied, wretched, and bored—I know the crop, and might have expected the harvest when I sowed that seed of self-indulgence, lack of will, moral cowardice, and general selfishness.

If I am lonely, it was I who drove hearts away.
If I am bitter, it was I who skimped the sugar-bowl.
If I am persecuted, it was I who brought it on by my cantankerousness.
The loving are beloved.
The generous are helped.
The considerate are considered.

The bully by and by is bullied, the smasher smashed.

And the end of the hog is the slaughter house.

There are no victims of fate. The hero always rises above tragedy. The noble soul is never more serene than when all creation thinks it has downed him.

Copyright 1922 by Dr. Frank Crane.

TORONTO *has* WARM AIR HEATING BUREAU

Furnace Installers and Manufacturers Co-operate to Establish Inspection System – Buyers Urged to Demand Inspection Certificate—Ensures Higher Standard of workmanship.

A COMMENDABLE effort is being made to raise the standard of warm air heating in Toronto, and the plan of organization and standards of installation adopted by the Toronto Bureau of Warm Air Heating will be of interest to the furnace trade in all parts of Canada.

For many years the standard of warm air heating in Toronto has been improving but there has always been the problem of price cutting to meet, two low a price generally meaning a job which is not up to proper standard.

Under the new system manufacturers of warm air furnaces who agree to sell furnaces only to installers who permit their jobs to be inspected, are followed to subsribe to the Warm Air Heating Bureau. The Bureau has each furnace installation inspected and if the job is in accordance with the standards adopted a Certificate of Inspection is given to the property owner, no charge being made for the inspection.

According to F. M. Tobin, secretary of the Bureau, 25 Manning Arcade Annex, Toronto, the new system is resulting in a higher standard of workmanship and the public is recognizing the value of the protection offered them. Some Speculative builders have been unwilling to have their furnaces installed according to the Bureau's Standards but the vast majority of the warm heating jobs installed in Toronto this year will be Inspected Jobs and comply with the Bureaus Standards of Installation as follows:

STANDARDS OF INSTALLATION

ARTICLE 1. Section 1.—Reports on the installation or remodelling warm air plant as follows: When the installation or remodelling shall have progressed to the point where all pipes or boxes have been placed in walls or partitions, the heating contractors shall by written notice so inform the Bureau who will cause the material used and workmanship to be inspected.

Upon inspection when it is found that the work and material complies with the standard, a certificate of approval shall be issued. If, however, it is found not up to standard the inspector shall so inform by written notice, the heating contractor to respond promptly to the required changes.

FINAL INSPECTION

Secion 2.—Immediately following the complete installation, the contractor shall by written notice so inform the Bureau who will cause the material used and workmanship to be inspected.

If upon inspection it is found that it complies with the standard of installation a certificate of approval shall be attached to the furnace. If however, it is found not up to the standard, the inspector shall so inform by written notice the heating contractor to respond promptly to the required changes.

STACKS AND REGISTER BOXES

ARTICLE 2. Section 1.—Warm air pipes, register boxes or fittings to be set in walls or partitions, to be covered with not less than 10 lb. Asbestos sheeting neatly pasted on, with "S" cleats at every joint, and made air-tight, stacks and boxes must not be placed in outside walls. Exposed warm air pipes in closets shall be covered with not less than three ply of 10 lb. asbestos sheeting.

Wall stacks shall be secured in place by means of lugs or metal strips attached firmly to the studding and soldered to pipe. Nails must not be used through pipes to the studding.

Section 2.—When stack pipes start from the top of register box, the collar shal be flanged on inside and outside, firmly secured to box. All stack elbows to be double seamed. Register boxes from stack to be double seamed and bevelled at bottom of opening at least 2 inches. Stack pipe between joists must have rise of one inch to the foot.

BASEMENT PIPES

ARTICLE 3. Section1.— Round basement pipes, having diameter of 10ins. or less, shall be made of 1C bright tin. Those having diameter of 12ins. or more shall be made of I.X. bright tin.

Basement pipes forming connections between furnace and register boxes and riser pipe shall be not less than two feet between the casing collar and the register box on riser pipe. Basement pipes shall be fitted with dampers so placed as to be easily accessible. All wood within two inches of and exposed to radiation of heat from round pipes, shall be protected by sheet tin or galvanized iron.

Section 2.—Warm air pipes in basement shall have 1" pitch to foot and solder tacked at all joints (at least 3 places). Joints shall lap 1½" and shall be wedged at small end. Right angle elbows shall be 4 piece.

Section 3.—Where warm air pipes in cellar are more than 15 ft. long, add 1 inch to diameter of pipe for each 10 feet, or part thereof in excess of 15 ft.

Section 4.—Where pipes pass through brick or stone wall in cellar, collars having an air space around pipe must always be used.

REGISTER BOXES

Article 4. Section 1.—Ground floor register boxes in floor shall be made with a flange on the top to fit groove in the frame, the register to rest upon the same. There shall be an opening of 2 in. on all sides or register box extending from the underside of border to and through the ceiling below. When the register box is placed on the floor over furnace, the open air space on all sides shall not be less than 3 inches. When only one register is connected with furnace, said register shall have no valves; also no damper in pipe. Registers on ground floor placed in floor shall have iron borders. Registers shall be at least 10 per cent. in excess of the cross section area of the warm air pipes.

LOCATION OF FURNACE

Article 5. Section 1.—Furnace shall be erected at or near centre of the piping in the basement of the building. Where possible, rooms on west and north side of building must be favored in location of furnace. There shall be a

distance of not less than 16 inches (exclusive of casing) between the top of dome of furnace and the ceiling of lower edge joist above it and a distance of not less than 6 inches between the top of metal casing and ceiling or lower edge of joist above. The top of casing shall be covered with sand to a depth of not less than 1 inch or other good insulating material.

Section 2.—Casings must fit tight on casing rings. Casings up to 48 inches diameter to be 28 gauge iron. All casings above 48 inches diameter shall be 26 gauge iron. Casings shall be lined with bright tin with uniform air space between from top of ashpit to top of side casings. Furnace must be placed on solid foundation, made air-tight at base of furnace.

Section 3.—When pitch top or cone on furnace is used, all collars must be taken off at side of top as close as possible to top rim and all level at top side regardless of size of pipe. In this case no pipe shall be connected from top of cone. When flat top is used collar shall be placed not less than 4 inches from sand rim. All elbows shall be at same level on top regardless of size.

Section 4.—Collars on furnace casing top to be firmly secured with flange turned under with flange on outer side of top. No dovetail connections shall be permitted. Pipes to have as direct runs as possible to stacks or registers and firmly secured from ceiling with strong wire.

COLD AIR DUCTS

Article 6. Section 1.—The cold air duct or ducts, shall be made of not less than 28 gauge galvanized iron. Should the air be taken from within, the cross sections of the cold air duct or ducts shall equal the total cross section area of all the round warm air pipes. The free open area of faces for cold air ducts shall be at least 10 per cent in excess of the cross section area of the said ducts.

Section 2.—When galvanized sheeting for air supply is used under and across two joists, a receiver for the round collar shall be made full width and four inches deep from joists with collar firmly secured to receiver. The cold air shoe or box connections opening into casings of furnace shall not be higher than the height of ashpit.

SMOKE PIPE

Article 7. Section 1—Smoke pipe to be made of not less than 26 English, or 28 American gauge galvanized iron. Upstairs pipe may be made of polished black iron. Pipe must be size of collar on furnace.

Section 2—Smoke pipes that pass through wooden walls or floors shall be provided with ventilating or safety thimble. Inside diameter of thimbles at least 2″ greater than outside diameter to smoke pipe so as to provide an open space of one inch around pipe.

A space of not less than 9″ shall be left between any smoke pipe and exposed wooden or plaster covered wooden walls. Walls with less than 9″ space must be protected with metal.

TRUNK LINE

Article 8. Section 1.—The use of trunk line system is approved provided that the area of the main line shall be equal in sectional area to the combined sectional area of all branches to be supplied. The main line and branches must be level at the top at outlets. Trunk line pipes shall be reduced as branch lines are taken off.

DUPLEX HOUSES

Article 9. Section 1.—Stack pipe to second floor should not be less than 3″ x 12″ (more if possible) with not less than 7″x 12″ registers for living room and dining room. Cold air shall be taken from second floor.

RULE 1. FOR ESTIMATING WARM AIR PIPE REQUIREMENTS

Article 10. Section 1.—Warm air pipes shall be equal or exceed the area obtained by the following rules, which shall be observed in estimating warm air pipe requirements, for a temperature of 70 degrees Fahrenheit in zero weather.

Total cubic contents of room, multiply by 2.

Outside surface measurements walls (exclusive of windows outside doors), multiply by 9.

Outside doors and window surface measurements, multiply by 40.

Add together the results obtained and divide by 100.

Deduct 20% for bed rooms.

Add 10% for north to west exposed room and long runs.

The results thus obtained will equal the sectional area of the warm air pipes expressed in square inches.

RULE 2. FOR ESTIMATING WARM AIR PIPE REQUIREMENTS

Halls, living rooms and dining rooms, one side exposed, 1″ to 25 cu. ft. of space; two sides exposed, 1″ to 20cu. ft. of space; three sides 1″ to 15 cu. ft. of space.

Kitchens, 1″ to 30 cu. ft. of space.

Bath rooms, 1″ to 25 cu. ft. of space.

Sleeping rooms, one side exposed, 1″ to 30 cu. ft, space; two sides exposed 1″ to 25 cu. ft., space.

Sun Rooms,, 1″ to 15 cu. ft, space. (Warm air not recommended in all cases.)

Churches and Halls, 1″ to 40 cu. ft. space.

RULE 3. FOR ESTIMATING WARM AIR PIPE REQUIREMENTS

Overhanging rooms that project beyond an under story and having part of under floor exposed to outside shall be heated by separate stack pipe not less than 3½″x10″ to each register. The overhanging part of room shall be figured as outside wall surface.

When result comes between two pipe areas, use larger one. This will vary according to construction of the building, the use of its room and its exposures and distance from the furnace.

Variations from the standards of installation may be made when conditions warrrant it and when approved by the Bureau.

INFORMATION TO PURCHASERS

The Toronto Bureau of Warm Air Heating is organized for the purpose of guaranteeing to the purchaser that—

1st. The proper size or capacity Warm Air Furnace will be installed in the building to be heated.

2nd. That the Pipes, Stacks and Registers and Cold Air Supply shall be properly constructed and installed in the building.

Note.—The Bureau does not guarantee that any furnace installed and inspected for proper work, will give satisfaction when there are conditions in building or construction that prevent the equipment doing satisfactory work, or where the furnace does not have proper care and attention.

THE PIPELESS FURNACE IS HERE TO STAY

Not a New Principle—The Danger in allowing Inexperienced men to Install the Pipeless in places where Satisfactory Results Cannot be Obtained—Do Job Right in the First Place.

Written For Hardware and Accessories By "Old Timer".

IT has been stated by some leading engineers and contractors who have had experience with the pipeless furnace that it is the climax of scientific achievement. For an old "timer" and one who has had long and wide experience in every kind of heating, to read the above statement without smiling requires a large amount of self-restrain. Heating being a mechanical science based on well-known time tried and changless laws the apex of presumption to affirm that any suddenly developed method had reached this marvelous climax.

The pipeless furnace so called is not a new thing, every furnace before installation is a pipeless, the only point being whether it shall have one pipe or a number of pipes, one register or a number of registers. But as to the novelty of the invention the first furnace the writer had to do with the setting of was a so called pipeless or one pipe furnace. It was used in a church, a brick set furnace of cast iron type incased with two brick walls. The inner wall circular of one case of brick smoothed on both sides with mortar and supported on trench plates at top of ashpit extending to top of furnace similiar to the inner casing of the present pipeless. The outer wall was of brick, built square nine inches thick, having an opening between the inner and outer walls, as in some square housing of galvanized iron outer casing now used, a large square or round warm air register placed n floor directly over and connected to furnace. The cold air or return supply was taken from near the inside of the outer walls, the air carried down under inner wall to furnace at top into the air space between the inner and outer walls ,the air carried down under inner wall to furnace up around furnace to register.

Now what have we got but a pipeles furnace or a one pipe furnace. This pipeless furnace is now used by many manufacturers, and to my mind the only correct way as it will overcome some of the objectional features more caused by some pipeless furnaces. It will eliminate the cold draft across the floor and avoids cutting large openings for duplex register. The cold air coming in contact with the warm air interfers with the circulating. It would be still better if the separate returns ducts were carried down outside of the present form of portable furnaces. Persons wishing to warm there feet would not have to reach over the cold air intake.

SOME OVERSTATEMENT OF FACTS

The pipeless furnace has demonstrated that it has a place and that it has come to stay. One of the things which confronts the furnace industries at the present time is to get the pipeless furnace into its proper, place for many of the manufacturers are landing the pipeless furnace too strongly, making claims for it which cannot be fulfilled. Men were employed who were salesmen and not furnace men. Just as much engineering skill is requried for the proper placement of a pipeless furnace as for a pipe furnace. The result is that in many cases it has been placed in the hands of hardware stores, carpenters, implement dealers. furniture houses, and almost any man in any community who had selling ability and enterprise.

It is a matter of record that the most satisfactory pipeless furnace systems are those which have been installed by thoroughly capable furnacemen.

Th greatest favors for the pipeless systems came as the result of its use in place where it was admirably adapted to the needs, and that was in the farm house. There must be some merit in it or it would not sell.

WHERE BEST RESULTS ARE OBTAINED

Many manufacturers have been reluctant to admit that the pipeless system of heating had any real merit, it has proved very effective for small size houses, bungalows, with wide doorless openings. Of course, it is important that in order to properly heat a home with the pipeless all doors must be open. The privacy of a home is killed by these means and in a case of sickness the isolated room is not heated. The only means of somewhat overcoming this is to place openings or grills over the doors, cut off some of the bottom of door in order to promote a circulation, by placing register in ceiling with corresponding register in floor above, in some measure this will help to insure the heating of rooms above better than can be done by depending on the circulation of the air alone. Here again the question of privacy comes up that would not have to be considered with a pipe job. There is no doubt but what it has its virtues and in the proper place has good value, for heating public halls, stores, or warehouses and as an auxiliary to a hot water or steam heating system for spring and fall use or in extreme cold weather they would prove very satisfactory.

The trouble is going to come in giving it too wide a scope of usefulness and in placing it in houses that are not adapted to its use. Understand I am not knocking the pipeless system, we all know it has been hard sledding for the warm air man for some years and to my notion a great deal of the mischief has been caused by insufficient knowledge of the requirements. I maintain that the dealer should insist that the furnace no matter what type, should be installed by man competent to make and use the proper size risers and see that it has the required easy frictionless connections to them, and to carry out the many little things which only an experienced man can do to insure the proper working job for his own and his customers welfare. Furnaces that do the heating satisfactorily are put up with care and calculation and this is what taxes the skill of the installer.

In closing I would suggest or rather urge all builders to select the heating systems adapted to the type of building they are going to erect. In many instances a man of care and experience has little show in securing a contract until there is dissatisfaction. Then he is called in to remodel the outfit at a much greater cost to the owner than would have been incurred had it been done right in the first place.

WHAT'S NEXT IN FURNACE HEATING

Professor J. D. Hoffman, in an Address before the National Warm Air Heating and Ventilating Association Urges Need of Greater Care in Installation.

THE real home of the furnace is in the average residence, that costing, say, $7,000 or less. In making this statement I am not wishing at all to place an upper limit upon the field of the furnace manufacturer. As a matter of fact many furnaces are installed in even the best and most expensive residences, but while the field for such work is practically unlimited yet we are obliged to admit that the vast majority of the furnace heating plants are installed in the more modest priced dwellings. This is no discredit to the furnace manufacturer, but instead is rather to his credit that he is able to supply to the trade a first class heating plan that may be installed in these every way with other more standardized systems.

It is a fact that residences of this class while under the process of design and construction, are noticeably deficient in expert supervision and as a consequence they are poorly built and hard to heat. One of our great needs in this country and one that is facing us at this time because of the rapidly decreasing supply of our natural fuel resources is better buildings to live in.

In the smaller residence proposition, the owner and the contractor usually serve as architect and engineer. In most cases these men are uninformed and poor construction creeps in, however much they might desire the best, but when the building is built the error is usually beyond repair.

Most people building residences would welcome authoritative information as to how best to construct them. This information may come from any worthy source, including individual, school, society or government, and so long as the people believe in the honesty of the authority they will profit by it. But this is not enough. There are some people in whom we repose confidence who are willing to trade their spirit of fidelity for a few unworthy dollars. These are the people who require special attention and have to be circumscribed by special restrictions.

Opposes 4-inch Wall Stack

The warm air furnace system of heat is in active competition with steam and hot water heat. When placed in a poorly constructed house any system of heat may prove to be deficient, but of all systems that may be installed, the furnace system is at the greatest disadvantage. The motive force of the air stream entering the room from the register is so slight that any unusual opposing force may reduce, completely nullify or reverse the operation.

Again, furnace heating is where it is because of the indifference of those men who should be most vitally interested in its advancement. I have previously gone on record and have expressed myself rather strongly wherever opportunity presented itself, against the so-called 4-inch wall stack. This stack is placed in a wall having nominal 4-inch studding. These studs are about 3¾ inches when placed in the wall reducing this figure by the plaster clincher, by the combined thickness of the two walls of the ventilated stack, or by the combined thickness of the two walls of the unventilated sack with proper covering and clearance leaves approximately 3 inches net depth of stack. The studs are usually set 16-inch centers, leaving approximately 14 inches net distance between them. The largest stack that can be put in this space is about 3x13¼ inches about 40 square inches net area, and the stack usually considered standard by the trade for most upstairs rooms has an interior size of 3x12x36 square inches. This is one of the vital weakness of the furnace heating systems throughout the country. I do not wish to state tha no room can be heated well on the second or third floor with this size stack, but I do wish to go on record again in saying that in my own experience as trouble man and in the experience of many other men who have expressed themslevs to me, there are so many resident heating plants crippled by the 4-inch wall stack that it is time to consider this a relic of the past and install larger ones.

The average furnace itself, so far as I have been able to judge in investigating plants already in existence, is not our most serious trouble. Furnaces, as they are built today, are of fair design and are giving good service. I do not mean to say that the furnace itself can not be improved.

Regulating Installation Greatest Need

The immediate consideration of the furnace men of the country is needed not so much to regulate the furnace as it is to control the shape, size and installation of the leaders, stacks and registers. At present there is no restriction whatsoever upon any person who wishes to put in any furnace plant in any way he desires. I have no special feeling against anyone entering the furnace game either as a manufacturer or installer, but no person has a right to put out his shingle as a furnace man without being able to deliver the type and character of work that will reflect credit upon the furnace heating industry.

In this connection, a committee has been at work for several months in an endeavor to draft a suitable and workable code which it is expected will be submitted to the various societies for approval or rejection. I am safe in saying that the code in its present form is not entirely satisfactory to any one member of the committee. It is a compromise of its features with all the members. If this in its finished form is adopted by all the national societies interested in furnace work, and if these societies use their influence in promoting it as a guide for all furnace heating work, the furnace heating industry must of necessity take on new life. In some parts of the country the code may not be entirely sufficient and such sections of the country may further safeguard their people by local laws controlling installation or by the passage of license laws requiring the individual furnace man to pass an examination before he is permitted to practise this line in a commercial way.

The people want to believe in furnace heating partly because it is the simplest in its operation and partly because it is the least expensive to install. Now it is up to you as furnace men to give them a set of rules and regulations that will inspire confidence. No one will think more of your business than you think of it yourself. If you think enough of it to put it upon a dignified plane others will respect it and will come up to your level. The people are expectant. They are looking toward the national societies as never before to help them out. What are you men going to do about it?

Furnace Business Demands Quality

How One Hardwareman Organized His Business on This Basis and Its Results.

By D. G. MacINNES

As in most businesses, quality wares in furnace installations induces quantity trade. A good job will probably cost the dealer more to install but is certaintly a better advertisement for him than is a poor job. It is worth more to him as it is worth more to the builder and to the owner of the house.

A year ago, Mathewson Hardware, Toronto, formulated this policy of doing nothing but quality trade. Every installation was not only backed up with their own guarantee but with the sanction of the heating inspector as well, before a job was deemed as being completed. Every one of their jobs was inspected by the Warm Air Heating assocation inspector.

As a proof of the success of their policy and that it has and is benefitting them they hold up their record for the Fall of 1921. Their furnace business amounted to well over one hundred installations during that period with the unique record of but one complaint. Even, this complaint, when it was investigated by the workman, was found to be caused by a defective chimney and through no fault of the furnace. A season's wares that is one hundred per cent. perfect is well worth striving for.

The manager of the furnace department said that before adopting this policy they had done their installing as cheaply as possible to suit the customer and without so much regard for the quality. The policy now is that a quality job is their best asset. The only detrimental effect seems to have been in connection with the speculative builder. The purpose of this class of builder seems to be to get together the cheapest materials that it is possible to get and combine them in a house. They have lost some trade in this respect, as the price for a job that will outlive the poor one has been found too high for them. However, the reputation for good works that Mathewsons have been getting has more than offset the temporary loss from this branch of the building trade.

The quality of their furnaces is dividend into two classes; according to price. These are known as class one and two and although of different prices the furnace that is included under the second price is guaranteed to give good service as is the furnace under the first class. The difference in price has to do with the serviceability. The first class is in most demand from out-of-town customers and city householders who are replacing their old heating plants with more modern and more efficient systems. The majority of the sales of the second class is to Toronto builders. It was for this class of trade that this furnace was designed; to counteract the loss from the cheap grade furnace. Their quality furnace, although more expensive than that which they have been accustomed to installing is becoming very popular among builders.

Mathewsons feel quite confident that the time will come when the furnace that is built for service will replace the furnace built for price. They have found that in cases of reinstallation they have been able to give better satisfaction with the pipeless furnace. This style of furnace is also in popular demand by out-of-town customers.

In the cases of replacing old furnaces with new, it is necessary in many instances of installing new hot and cold air pipes. A new furnace is sure to possess a much greater heating power. If the second storey of the house is reached by hot air pipes from the furnace it is practically impossible to put in larger pipes to go with the new furnace. Hence, the pipeless which does away with the necessity of using this pipe can be installed with more ease. A bulk of Mathewson's furnace business is in this works.

For their business they go to the builders themselves; that is, for new house installaions. Two men are travelling Toronto all of the time. These travellers include builders and architects in their list of calls. They are, in this way, enabled to keep in close touch with the building trade. Their out-of-town business,, of which they do a good deal, is secured from Toronto builders who do business out of the city. On these out-of-town jobs they send their own men from Toronto.

And so from the practice of their new policy and from the way that they have found business on the increased, Mathewson Hardware have proved that it is not always the price that controls the business.

DISPLAYING SCREEN DOORS

A very good idea to display the various sizes of screen doors is adopted by Ingram Brothers, Toronto. Having only but a limited space in their store for displays they are making the best of their assets. Some method other than piling them against the wall had to be used, because that would have covered up the displays of other goods on the walls. At the same time they must be easy of access, so they got the idea of hanging the screens as they would be hung in actual use. The screens were put in to one of the wall beams in the interior of the show room and the doors fastened to them. Hore they can be swung backwards and forwards and do not interfere with other goods. As they can bc moved and are on hinges the customer can see for himself just how the screen he wishes to buy, will look in actual use.

For charging batteries Powley & Moody, 105 Bond street, Toronto, are offering the Homcharger.

THE adopted rules of proper installation are known—short-cuts or inferior material will not pass our inspection. This service is free—no charge to anyone—supported by makers of Warm Air furnace who want their goods to give you satisfaction.



Insist on having this certificate attached to furnace in any house you buy or build. Write for free booklet.

TORONTO BUREAU OF WARM AIR HEATING
F. M. TOBIN, Sec.-Treas.
25 Manning Arcade Annex.

Announcement of Warm Air Heating Association in the Toronto newspapers.

DEALERS *find* ELECTRIC GOODS PROFITABLE

Electric Appliances Increasing in Popularity and the Merchants who Push their Sales Now Will Get Future Trade—Sold Sixty Washers in Sixty Days.

By W. H. Pirrung

ELECTRIC appliances are becoming more and more in use every day. According to government statistics, it will not be many generations before we will be short in the supply of fuel, such as gas, coal, etc., especially natural gas. Then we will have to substitute something in its stead.

What will this be? There is nothing more practical than electricity. When this time arrives, the elecric appliance game will be one the largest Businesses of the day and the man or set of men who get into the game early, will be the ones to reap the results.

A few years ago, perhaps in the lifetime of some of our dealers, a hardware store was considered a place to go for articles made exclusively of iron and steel. A hardware store at that time handled such aticles as were used in the blacksmith shop, machine shop, wagon shop, etc. They also carried farm implements, such as were used in those days and perhaps a few of them carried building materials, roofing, etc. A little later on we find the more progressive hardware man added a line of stoves, as at one time the stove business was one of its own, and house furnishing departments. This was the dealer who began to bring the ladies to the hardware store to do their shopping.

A little later on another line presented itself to the hardware dealer, that of the flashlight and dry cell batteries. This was the beginning of the electric appliance game in the hardware trade. They came in use along with the automobile and gas engine. Some of our dealers would see their way clear to take them on. Then a little later, the electric iron was brought on the market. This was another step toward the appliance game, and still some of our dealers were found asleep and did not take well to it.

About this time one of the largest manufacturers of appliances today, who had been in the manufacturing end of other hardware articles, saw the handwriting upon the wall and began to manufacture electric appliances, and results is, today they are one of the largest manufacturers of appliances in the United States, and I am proud to say that seventy-five per cent. of their output is distributed through the hardware dealers.

Still, we have a few dealers who have not awakened to the fact that the appliances go hand in hand with other hardware business.

Within the past twenty-five years the ten cent store, the fifteen cent store and twenty-five store and today the one dollar store have sprung up all over the counrty, and also the department stores have added a line competitive to the hardware dealer, and it behooves us to take notice that we take on something new to offset their sales, which rightfully belong to us.

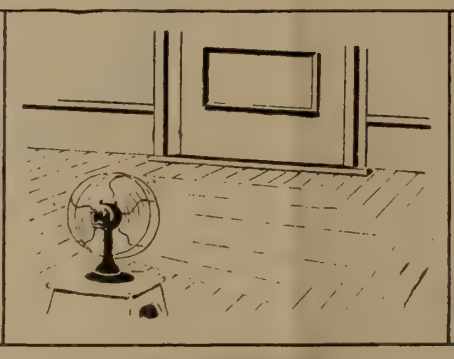
The latest and most popular appliances today are the vacuum cleaner, the washing and ironing machines, for which there is an unlimited demand, and there is no reason why the hardware dealer should not get in on this prosperous business. I read an article only a few days ago, where in a recent campaign on washing machines in a town of less than five thousand people, one hardware dealer had sold sixty machines in as many days. I also happen to be familiar with a dealer who put on a four day demonstration and closed his demonstration with a sale of ninteen washing machines and seven ironers, aggregating a litttle over $4,000 in four days, on appliances. Of course, this was special, and he spent considerable money in advertising, as well as having a couple of competent demonstrators from the factory.

When you once get a lady interested in a washing machine, vacuum cleaner or ironing machine, you need have no hesitancy in allowing her to take the machine to her home and try it out for when the machine gets there you need not worry that it will ever come back. This is the plan on which quite a few of the dealers work.

At this time when the servant help is so hard to obtain, the electric applianices have solved the problem for the housewife. After you have sold the housewife one of these appliances she will be so well pleased with it, when she is again in the market for your products, whether is is in the hardware electric appliance game, or what not, she will come to you, because you made the burden of her household duties light, by selling her the first appliance that she ever used. Now let us be on the alert and wide awake on these new appliances that spring up. Don't wait for the alarm clock of experience to awaken us when it is too late, and we find that some one else has planted the seed and is reaping the harvest of their efforts.



The Electric Fan in Industry



Drying Varnish Floors



Ventilation by Exhaust Fan

Push The Sale Of Electric Fans

Some Practical Suggestions to Aid in Increasing their Sale.

THE electric fan can be used the year around for many services other than the services for which it was originally developed, and the public is gradually learning more and more to use the fan at all seasons. As an aid to uniform heat distribution in winter the electric fan is almost as valuable as it is to prevent discomfort from heat in summer. It can be used for drying clothes, photographic plates, vegetables, etc., ; for driving steam and odors from kitchen, refrigerators, closets, etc., for keeping the frost from show windows, and dozens of other services which make it an article of year-around utility.

From a sales angle, however, the fan is still a seasonable proposition, and can be sold to the best advantage during the one or two hot months of the year only. After the purchaser has obtained his fan, he will use it for many of the extra services for which it is suitable, but in 99 cases out of 100 the appeal which makes the sale and the only one which will do so is the hot-weather comfort appeal, and ,curiously enough, this appeal is effective only right at the time when the prospect is actually experiencing the disconfort of hot weather.

When warm weather is present, every possible means of placing the message of fan comfort before the public should be utilized to the limit. The sales helps furnished by the manufacturer should be employed so that every possible user of a fan will get the message in some form. Lists should be made up of homes where there are small babies and invalides. These can be compiled from news items in the press and from birth records. Such prospects should be covered by telephone calls. A tactful reference to the value of a fan as an aid to convalescence or as a comfort to the little one, with an inquiry as to whether the prospect would like to have one sent for trial, will bring many trial requests at small expense, and once the fan gets into such homes on trial, the results it shows will usually make the sale.

Small offices, such as the doctors, dentist. lawyers, architects and others, can also be solicited by telephone. A cherry reference to the heat and a request to permit a fan to be sent over to demonstrate how much better the work will go on with its help, will usually result in a sale.

Hospitals are excellent prospects, as the fan is a real aid to quick convalescence during the hot weather. When the hospital board cannot be influenced by direct salesmanship, often they can be sold through indirect methods. For example, a fan sold or loaned to one private patient in the hospital will make such a strong contrast between the room where the fan is used and others not so equipped, that doctors and nurses will be strongly impressed with the value of fans, and their remarks will help put the message across with the management and directors..

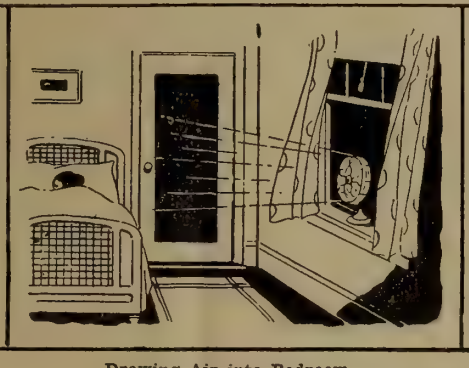
Whenever the fan can be shown in operation, it is always in itself the best possible fan salesman. A demonstration is better than the best verbal arguments of the best salesman. During hot weather the store should be equipped with fans in operation, so that no person can come into the store for any purpose without getting a demonstration of fan comfort. Price tags, counter signs and folders should be arranged about, so as to invite a direct inquiry from the caller before he leaves the store.

The passer-by on the street can be reached in a similiar way by having a fan in operation just outside the window or door, so that it directs a breeze toward the sidewalk. A sign near the fan, such as, "If you enjoy the breeze, take it with you. Come inside for particulars," or something of this nature, should be used to clinch the sales message of the fan.

It is also well to emphasize the low current consumption of the fan by pointing out that it uses no more current than an ordinary incandescent lamp, and that it will not add a noticable amount to the monthly current bill. Many people imagine, because a fan makes a great stir and commotion in the air, that it must use a lot of current. This impression should, of course, be corrected.



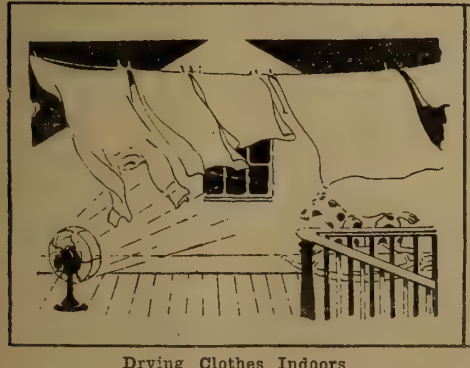
Cooling by Direct Breeze



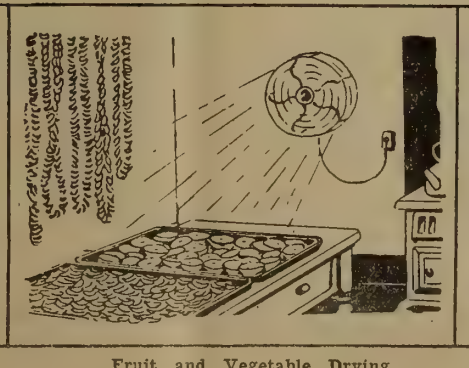
Drawing Air into Bedroom



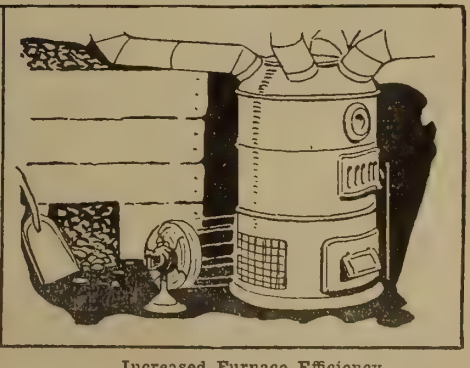
Increasing Heat Radiation



Drying Clothes Indoors



Fruit and Vegetable Drying



Increased Furnace Efficiency

AUTO ACCESSORIES IS A PROFITABLE LINE

Hardware Dealers Not already Selling Accessories Should Add Them to their Stock.

A. H. Nichols in National Hardware Bulletin

WE no longer sell the ox bow or ox yoke because people learned long ago that oxen are too slow.

The horse took the place of the ox. This gave us a chance to increase our business through the sale of the carriage whip, the buggy, the harness and such goods. The advancement that came from this more rapid method brought about many other improvements, until it required over twenty million horses to keep the wheels turning in our own country.

But today the horse is too slow, and consequently the number has been reduced to a little over one-half.

It matters not whether your store is located on the four corners of the road, in a village or in the city, your customers are coming to you with motor-driven vehicles. History does not tell us of any industry that has made the rapid advancement that the automobile industry has made. Unheard of a few years ago, it is today one of the greatest, if not the greatest industry in the world.

There are nearly ten million motor cars in operation. Two million, eight hundred and fifty thousand of these are owned by the farmer, and statistics show that thirty-six per cent. of all automobiles used are owned in cities of five thousand inhabitants or less.

In addition there are over one million motor trucks in general use one hundred and fifty thousand of these trucks being operated by the farmers; to say nothing of the one and one-half million tractors, and thousands and thousands of gasoline engines that are taking the place of windmills and other means of producing power.

In spite of these facts, we find hardware dealers who say they do not sell automobile accessories. Many seem to think that automobile accessories consist of many new inventions, some of which may be successful, but the majority are failures. Why, from the very first day that you sold hardware, way back in the days of the ox team and the tallow candle, the hardware dealer was a dealer in automobile accessories! Think of the millions of wrenches, hammers, pliers, screw drivers, oilers, punches, cold chisels and such goods that are necessary for motor driven vehicles.

In this advanced age it is necessary for the hardware dealer to change his methods, and bring to a more conspicious place the goods that have heretofore been kept in dark corners and unobserved places. It is necessary to bring wrenches and screw drivers to as prominent a display as pocket knives and silverware, for the demand for automobile accesssories is much greater and the profit is equally good.

It may be necessary to add a few items. Is there any line to which you have not added new goods? You have always sold thermometers and other heat regulators. Should you not sell moto-meters?

Grease for wagons and oil for threshers and mowers have always been included in your stock. Why should you not carry in stock higher grade oil and grease to be used by the motor driven vehicle?

We are told that tires cause the dealer a great deal of trouble. Did you not have considerable unpleasantness connected with the sale of stoves and other articles?

Automobile accessiores rightly belong to the hardware dealer. The garage man is not naturally a merchandiser; he is not familiar with the different manufacturers, consequently is more apt to be influenced by price.

Automobile accessories are your birthright, for you always have and always will sell them. The profit is better than any other one line you carry. It is up to you to demand that which rightly belongs to you.

LOWE BROTHERS CONVENTION

The quarterly Convention of District Sales Managers and Department Heads of The Lowe Brothers Company, Dayton, Ohio, was held at the offices of Lowe Brothers, Limited, Sorauren Avenue, Toronto, June 5 th to 10th.

The purpose of the Convention was to discuss subjects relative to the Company's present sales problems; also to prepare advertising and sales plans for 1923 that will maintain and enhance the enviable reputation enjoyed by this Company.

On the arrival of the delegates on address of welcome was made by F. J. Penberthy, Vive-President and General Manager, Lowe Brothers, Limited, which was responded to by Messrs. Jno. G. Lowe and D. A. Kohr, President and Vice-President, respectively of The Lowe Brothers Company, Dayton. Reports of the various District Managers and Department Heads indicates present business to be very satisfactory with even better prospects for the future. Other members of the staff present were: H. M. McCutcheon, General Sales Manager; Jno. M. Graham, Advertising Manager; R. S. Gabell, Director Industrial Sales; D. P. Haber, Assistant Treasurer; R. E. Scott, Director Varnish Sales, Dayton, Ohio; E. K. Springer, Chicago; Geo. L. Paine, Boston; H. S. Wauters, Jersey City; A. F. Burdoin, Minneapolis; A. M. Bollman, Dayton; T. B. Boatright, Atlanta; R. K. Mason, Kansas City; A. M. Jamison, Alleghaney Division; J. Mahoney, Lake Division; Geo. Davidson, Mountain Division; L. W. C. Tuthill, Tuthill Advertising Agency, New York City; A. G. Pinard, Advertising Manager, Toronto.

Charles A. Branston, 355 Yonge St., Toronto, will be in production in July on a new head phone set of very high resistance. They are already manufacturing lightning arresters and radio receiving sets.

N. Slater Co., Ltd., Hamilton, are offering the "Pierce" Wire Holder for radio use, this equipment being of the type used by the best practical electricians and electrical companies.

TO MAKE ADVERTISING PAY—KEEP AT IT

If you Stop Shoveling Coal into the Furnace the Fire Will Go Out—No Heat Will be Generated and Business Will Freeze Up.

WHEN you spend your dollars for advertising, you are spending money for an intangible something that has to cause favorable reaction on your reader's mind before you obtain results.

It is artillery gunfire. You have the range and are shooting at a definite mark, but it is out of sight. The medium you adopt to carry the message is the gauge by which you regulate the range. And the printed word—your message—your advertisement proper—is the shell or projectile.

Many dealers think that because they sporadically spend a few dollars for advertising, there should be immediate and lasting results; that the day after an ad is read by the public, there should be a clamoring at the doors by would-be purchasers.

Nothing could be farther from the course advertising takes. If you were to advertise today a timely article that you know is a wonderful value, you would in all probability see no direct results from that ad. But advertise something different every week, or twice a week for three consecutive months, and at the end of that time you will begin to draw dividends on your first advertisement. But you will have to keep on advertising if you want all the advertising you have previously done to pay dividends.

Advertising gains momentum very slowly. To be profitable advertising must be *continious*. Once started, it must not be stopped. The only way to draw dividends on *all* advertising you have ever done, is not to stop advertising so long as you remain in the business.

If you have been using a certain paper for some time and you want to know whether you are justified in spending your money that way, just tell your printer to kill all your advertising until notice. Then compare your sales totals for the non-advertising period with those for the advertising period. At first the smaller sales totals will be scarcely perceptible, and you will be inclined to attribute the slight falling off to some other cause. But the longer you continue the non-advertising policy, the more noticeable will be your decreased sales. All of which conclusively proves that your advertising did pay.

The reason for this is not far to seek. The principal thing your advertising did was to keep your name before the public. Of course it is assumed that you always advertised those things which were seasonable and timely. Now, at a certain time of the year a man or woman who is thinking that he or she has use for a new this, that, or the other, picks up a newspaper or your house paper, as the case may be, and sees that very thing displayed. Beneath the cut there is a concise description of the article, touching on its substantial construction, its special merits, its convenience, and timely suitability. The extended price, which we shall assume is low for the article in question ,or at least very reasonable, makes for desirability.

The reader's interest will be quickened, and he will read that ad at least twice—perhaps three times. He wants that article and his gaze falls to the bottom of the ad where he finds it is sold at your store. You have made a sale, and he will either call you on the telephone or stop by your store in person and give you an order.

Very simple, isn't it? If Jones' name, or Brown's name or Smith's name had been on the bottom of that ad, instead of your name, the law of probabilities declares that the reader of the ad would not have to come to your store to purchase.

Here are three fundamentals of all store advertising given by Verne Salyards in the National Hardware Bulletin: *the thing advertised; the timeliness of the thing; and the place where the thing can be obtained.*

Of the timeliness of the thing, little need be said. You wouldn't advertise coal buckets and base burners in June, any more than you would advertise screen doors and lawn swings during Christmas week. Everybody knows what is meant by timeliness in advertising.

Of the place of course, your store name and location are all that are essential, unless you want to add your store slogan, such as, for instance, "The Always Busy Store."

Of the thing advertised, however, more is pertinent here. At least fifty per cent. is added to the effectiveness by suitable illustrations in its advertising. "Every picture tells a story." A picture will draw attention to your ad, when a printed statement therein that you are going to give away five-dollar gold pieces on a certain day may not. Nothing is so simple or elementary that it can be advertised as profitably without a cut as it can with one—nails, butcher knives, hack saws—anything. And there is no good reason for ever omitting a cut. Jobbers and manufacturers are anxious to furnish you electros of merchandise, if you will tell them the cuts you want.

FARMERS AND PROPERTY OWNERS ATTENTION

Discard your dangerous lanterns and lamps, get clean bright Electric Light in your buildings, by installing a Fairbanks Morse 40 light plant. Our outstanding price reduction has placed the comforts and conveniences of the Electric Light within reach of every farmer.

A REMARKABLE COMBINATION OF QUALITY PRICE EASY TERMS

We have this plant on floor of our shop and will be pleased to demonstrate it at any time.

COME AND SEE IT!

ECCLESTONE & BATES, LTD.

P. O. Box 194 - Phone 128 - Bracebridge

How a Bracebridge firm advertises Electrical Equipment.

WHERE TO BUY RADIO

Complete Line of

Wholesale Radio Supplies

WHOLESALE DEALERS ONLY

TORONTO RADIO COMPANY
147 Victoria Street, TORONTO

Wholesale Radio Supplies

See our two page ad in
June issue of "RADIO"
or
write us for price list and particulars of our full line.

The
Jack V. Elliott Company
Hamilton - Ontario

Place Your Order Now for

GILSON RECEIVING SETS

With our large manufacturing facilities and organization, we will shortly be in a position to fill orders in any volume.
Our low prices will prove sensational.
The trade and public are urged to write at once for literature and prices.

GILSON MANUFACTURING CO., Limited 131 York St., Guelph, Ont.

DEALERS!

We were one of the first to Manufacture RADIO PARTS in Canada.

Before ordering, write us for prices.

—SPECIAL—

Concertwave Coils

Mounted or Unmounted

Canadian Radio Electric Co.
782 Logan Ave., Toronto, Canada
PHONE: Gerrard 3027

We are now manufacturing here and can give immediate delivery on

Radio Supplies

including complete Receiving Sets and all component parts and equipment.

Motor Sundries Corporation
Limited
414-420 Eastern Avenue
TORONTO

RADIO AND THE HARDWARE MERCHANT

Many Hardware Stores Find Radio Departments Profitable—Demand for Complete Receiving Sets as well as for Parts—Suggested Stock for a Hardware Store.

IT won't be long before the person who hasn't heard a radio or wireless concert will be as much out of date as anyone who has never been up in an aeroplane. With tremendous increase in popularity of the wonderful instruments which enable us to pluck music, speeches, and all sorts of conversation out of the air, retailers have been quick to sense the advantage to be had in being among the first to install radio sets both for performing purposes and for sale.

How can the modern hardware man avail himself of the benefits derived from this great industry? This is the question in which we are most interested. In nearly all cases the articles now reposing on the shelves of the modern Hardware dealer have at some time or other undergone periods of development during which the Hardware man himself was given the opportunity to study their qualities and characteristics. It is upon these articles that his business is based. But now comes "Radio" springing up almost over night, little opportunity was afforded for the purpose of getting acquainted before the avalanche struck. What is the result.

All over the country thousands of "fly-by-night" concerns are turning out inferior apparatus representing it as the highest quality. People are being fooled daily by ridiculous advertising, which if analized would mean nothing. Unsuspecting, dealers, raidio, electrical and even Hardware are loading their shelves with "junk" and when too late brought face to face with the fact that they have been duped.

It is this great demand that today places the hardware man in a position he has never before occupied. Already many Canadian dealers have installed a radio department and are daily reaping the benefits of this great industry. They have found technical experience unnecessary and with very little application are now able to handle this mysterious equipment with comparative ease.

In the question box discussion ot the recent Pennsylvania hardware convention the Aberdeen Hardware Company, stated that they had put in a department for Radio Supplies. The only difficulty experienced was to obtain sufficient goods to meet the demand. The receipts for the radio business amounted one-third to one-half of the daily receipts. Three or four times the quantity of goods could be sold of supplies could be secured. Several other merchants stated that they were selling radio supplies and with extreme satisfaction, particularly on the profit end. There is a great demand for cotton and silk covered wire.

The question was asked, as to whether any trouble was experienced in securing a man intelligent enought to answer questions about the radio apparatus and supplies. One of the merchants stated that they did not attempt to give much information, for the reason that the newspapers have taken the thing up, and anyone can get nearly all the data he desired out of the newspapers. He also pertinently remarked that he believed it better to have a man who does not know very much about the apparatus, because if he did, he would be inclined to spend more time making explanations to customers, whereas, when he is not in possession of the information or posted, because the customer can find it all in the newspapers, the sale is quickly made and the transaction closed for the time being.

"Are they chiefly boys, who buy the outfit?" was asked.

"No indeed. We sell some outfits for $200 and they are not boys who buy these expensive outfits." Some of the merchants have established a demonstration radio outfit, which is proving very satisfactory.. People come into the store and listen to the messages, and this creates a great deal of interest in the subject. These same people come in frequently to witness the demonstration, and finally purchase an outfit for themselves.

One hardware firm stated that they had put in a good stock at a cost of less than $300 and would suggest this as a fair stock for an average hardware store. They advise, however, that local conditions, have a great deal to do with the situation and proximity of the nearest wireless broadcasting station must of necessity control very largely the demand for this class of merchandise.

The cotton covered wire in the several sizes is the most profitable part of the department, and it is sold in very large quantities, comparatively speaking.

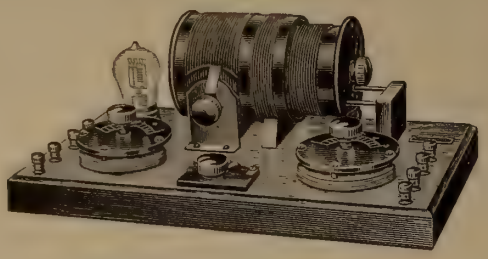
The complete Receiving sets are marketable but most boys are making their own sets. This end of the business is by far the most profitable to push, because the supplies carry a longer margin of profit than the finished complete Receiving Sets.

Some Hardware merchants have found it advantageous to have a wireless apparatus in use in their store which always excites a great deal of curiosity and results in many future purchases.

The suggested radio stock is as follows, the prices being slightly lower than might be asked in Canada at present.

1 Telegraph Key	$ .90
2 Buzzers	.86
2 Panels 7x10	2.88
1 Panel 7x18	2.40
1 Panel 12x14	2.80
1 Varometer	4.50
1 Varometer	3.75
1 Varo Coupler	4.50
1 Varo Coupler	3.75
1 dz Fixed Condensors	5.40
1 Rheostat	1.13
3 Vacuum Tubes No. 200	11.25
3 Vacuum Tubes No. 201	14.64
1 dz. Crystal Detectors	6.72
6 Pr. Phones	27.00
1 Receiving Set	11.25
6 B Batteries	9.90
100 Switch Points	1.00
6 Switch Levers	2.94
25 Phone Condensors	6.50
25 Gridleak Condensors	6.50
25 Ball Insulators	6.00
25 Coils Aerial Wire	13.70
2 Lightning Switches	6.60
100 Spade Terminals	1.00

(Continued on page 25)



No. 4018 Audion Receiving Set.
Retails without Batteries, Bulbs or Phones $37.50.

Gilbert's Radio

Audion Receiving Sets
Crystal Sets — 1 & 2 Step Amplifiers
Head Phones — Loud Speaker Horns
Accessories — Strain Insulators
Galena Crystals — Phone Condensers
Amplifier Transformers
Condensers, etc., etc.

The A.C. GILBERT--MENZIES CO.,LTD.
439 King Street W., TORONTO



We carry a complete line of knocked down Receiving Outfits also parts for the making of Radio Apparatus.

Send for our latest Price List.

J. M. PAQUIN

787 Queen St. W. TORONTO

RADIO EQUIPMENT

Write for prices and discouuts for quantities.

Polished Aluminum Sockets with Bakelite bases.

Variable Condensers with extra heavy plates and Polished Bakelite ends. All sizes.

Binding Posts **Galena Cups**

Terminals with cross hole for phone connection.

Dials and Knobs **Contact Points**

Square and Round Brass Rod

Rheostats **Switch Arms**

We are manufacturers of all these lines.

Chadwick-Carroll Brass Co., Limited

120-122 MacNab Street North, Hamilton

Western Representatives
D. A. McDonald
141 Bannatyne Ave.
Winnipeg, Man.

Eastern Representatives
Harris and Roome
112 Rey Building,
Halifax, N. S.



Absolutely Noiseless Wireless Batteries—At Last

You know how irritating those hissing and rattling noises become when receiving broadcasts.

Now they are a thing of the past. The Manufacturers of Reliable Wireless Batteries have discovered the secret of making a Wireless Battery that is absolutely noiseless, and that will give highest capacity for the lowest price in actual hours of Service.

You can easily prove this by ordering a set of Reliable Wireless Batteries from your Radio or Hardware Dealer, and attaching them to your Wireless.

Manufactured only by

The Dominion Battery Co., Limited
MONTREAL - TORONTO - WINNIPEG

2 No. 50 Honeycomb Coils	2.40
2 No. 75 Honeycomb Coils	2.40
1 No. 100 Honeycomb Coils	1.25
1 No. 150 Honeycomb Coil	1.30
1 No. 200 Honeycomb Coil	1.35
1 Honeycomb Coil Mount	4.50
1 Loose Coupler	7.20
10 lbs. Brass Rod	2.90
50 slides	5.50
100 Binding Posts	6.00
Assorted Paper Tubes	5.00
10 lbs. 18 C. C. Wire	3.90
10 lbs. 20 C. C. Wire	3.90
10 lbs. 22 C. C. Wire	4.20
10 lbs. 24 C. C. Wire	4.60
10 lbs. 26 C. C. Wire	4.80
25 Ground Clamps	2.75
3 3 inch Dials	2.25
2 Variable Condensors	7.12
50 Crystals	7.50
2 Rec. Sets Complete	37.50
Total	$276.19

Radio Continues To Gain In Favor

Many Other Dealers are Taking Up Radio— Dangers in Overstocking.

By D. G. MacINNES

Although the situation regarding radio supplies is becoming more settled the enthusiasm with which it was received in the first place has not abated. Through the public radio concerts and the mention that it is given in the daily newspapers, more and more people are becoming interested in this useful mechanism. It has passed the stage where it was merely a novelty and a toy. Many hardwaremen, at the same time, are realizing the prospects for big sales with generous profits that it affords. A number of Toronto hardware dealers are now carrying this equipment.

As was brought out in last month's issue dealers should exercise a great deal of care when purchasing this equipment. It is unwise to purchase a big stock of complete equipments, as the most sales will be of unassembled parts.

The majority get their equipment bit by bit and do their own assembling. Because of this the dealer should not stock up on complete sets as much as on parts and radio supplies.

It was brought to the notice of the writer recently that one of the manufacturers who is assembling the complete equipment has been making the price of his product such that to buy other than a considerably large quantity would not pay. The discount on small purchases is so small that a large stock is necessary for profit. This manufacturer is taking advantage of the big demand for, and the scarcity of radio equipment. Sooner than do business with them on that basis, unless he is sure of his trade, the dealer would be wise to wait until epuipment can be purchased from manufacturers working on a fair basis. Too large an equipment in stock is suicide in any business that is new, even when it is as popular as radio.

DISPLAYS SETS IN STORE

Ingram Bros. of Danforth Avenue, Toronto, have a radio equipment installed in their store with the telephones on the counter close to the door where their customers can prove for themselves, during concerts, how the radio works and just how simple the equipment is. Their greatest business has been in radio parts although they carry complete sets.

Radio equipment needs very little advertising. The simple fact that the neighboring hardware dealer carries radio is enough. The enthusiasts in that district will do the rest. Ingrams maintain a big window display and advertise it in the local paper.

Freek Hardware of Yonge Street, Toronto, are also carrying radio equipment. They are planning to install a set in their store and to link up with the Thursday night Star concert, and to invite their customers in, to hear the concert, lecture, or whatever may be given.

They have found, as some other dealers may also, find, some difficulty in getting their aerials erected. The owners of the adjoining properties objected to it. This is easily overcome, as it does not require a great deal of stretch for the aerial if the dealer has twenty or thirty feet on the roof, that will suffice just as long as the required length of wire is used. Some radio fans have not even had this much to work on but have fixed up their aerials inside the building. One Toronto boy, who had no place on the roof or a yard to put out his aerials erected it around the rafters in the attic of his house. Although not as satisfactory probably, as the outside aerial this form will suffice for short distance messages.

Pritchard's Hardware of Danforth Avenue have also been having fairly good success with this line. They have found their best sales producer to be their windows, so that a permanent display of radio supplies is maintained.

There are so many necessities of a radio outfit that the hardwareman has in his regular stock that makes the hardware store the natural medium. The equipment is so simple, however, that the hardwareman can learn sufficiently about it from instruction books, or better still, from practical experience, to advise his customers.

Among the best prospects for complete equipments are boys clubs. There are numerous clubs and organizations in Toronto that are planning to install radio to attract the boys to their clubs. The Y. M. C. A. has installed equipment and there are prospects among all the numerous boys organizations.

The field has much prospect and the dealers who buy wisely and go after business with enthusiasm will build it up as a stabilized department of their store.

RADIO CONVENTION NEXT SEPTEMBER

A Dominion-wide radio convention will be held in Toronto on September 8 and 9, the last two days of the regular Canadian National Exhibition.

This convention will bring together leading figures in radio circles in this country, and several noted experts from the United States. In addition, there will be held a show with booths run by various manufacturers of radio equipment, at which will be displayed the latest types of transmitting and receiving apparatus

The radio convention in New York City recently was attended by 30,000 persons, and it was estimated that as many more were turned away owing to lack of accomodation. Several radio conventions have been held in the United States, and each one has been greater than its predecessor.

Address will be given by expert technicians on various subjects connected with the radio phone. The convention will be known as the Canadian National Radio convention. It will be held under the joint auspices of the Wireless Association of Ontario and the Ontario division of the American Radio Relay League.

WHERE TO BUY RADIO

A partial list of Canadian sources of supply for Radio equipment is as follows:

Canadian Independent Telephone Co., Wallace Ave., Toronto.
Marconi Wireless Telegraph Co. of Canada Ltd., Montreal and Toronto.
Canadian National Carbon Co., Ltd., Toronto.
Dominion Battery Co., Ltd., Toronto.
Northern Electric Co., Ltd., Montreal.
Diamond State Fibre Co. of Canada, Ltd., 235 Carlaw Ave., Toronto.
Motor Sundries Corporation, Ltd., 414 Eastern Ave., Toronto.
Powley & Moody, Ltd., 105 Bond St., Toronto.
J. M. Paquin, 787 Queen St. West, Toronto.
Canadian Radio Electric Co., 782 Logan Ave., Toronto.
Chas. A. Branston, Ltd., 355 Yonge St., Toronto.
Gilbert-Menzies Co.,, Ltd., King St., W., Toronto.
Gilson Mfg. Co., Ltd., Guelph.
Jack V. Elliott Co., Hamilton.
Canada Metal Co., Ltd., Fraser Ave., Toronto.
Cam-Fish Co, Ltd., 70 King St. W., Toronto.
A. H. Winter-Joyner, Ltd., 62 Front St. West, Toronto.
Chadwick, Carroll Co., Hamilton.
Radio Supply & Equipment Co., 18 Adelaide St. W., Toronto.
N. Slater Co., Ltd., Hamilton.
Willard Batteries Ltd., Toronto.
Hepburn & Spotton, Ltd., Guelph.
Radio Sales Co. of Canada, 127 Victoria St., Toronto.
Stromberg-Carlson Telephone Mfg. Co., 35 McCaul Street, Toronto.
Electroplax Company, Ltd., York Building, Toronto.
Banfield & Son, Ltd., Pape Ave., Toronto.
Ontario Wind Engine & Pump Co., Toronto.
National Radio-Homes Service Corporation, 29 Temperance St., Toronto.
Century Telephone and Construction Co., Bridgeburg.
Barwick Radio Co., Hamilton.
Equator Mfg. Co., Ltd., Hamilton.
Signal Systems, Ltd., 11 Wellington St. East, Toronto.
Radio Supply Co. of Canada, 153 Victoria St., Toronto.
Caron Bros., 233 Bleury St., Montreal.
Fisher Electric Co., 77 Front St. East, Toronto.
Toronto Radio Co., 147 Victoria St., Toronto.
Dominion Radio and Supply Co., 152 Bay St., Toronto.
Radio Devices, Ltd., Gananoque, Ont.
Tomlinson & Forbes, 216 Victoria St., Toronto.
Radio Electric Products Co., Oakville.
Stanley Piano Co., 241 Victoria St., Toronto.
The Stilwell Co., Kent Bldg., Toronto.
Dominion Electric Supply Co., Ltd., 110 Queen W., Toronto.
Leslie Radio Supply Co., 685 Shaw St., Toronto.
Tools & Stampings, Ltd., 87 Jarvis St., Toronto.
Canadian Wireless & Electric Co., 36 Palace Hill, Quebec.
Keith S. Rogers, Charlottetown, P.E.I.
Windsor Radio Co., 26 Ferry St., Windsor.
Penberthy Injector Co., Ltd., Windsor.
J. B. Miller, 136 Vendome Ave., Montreal.
Radio, Ltd., Phillips Sq., Montreal.
Scientific Experimenter, Ltd., 33 McGill College Ave., Montreal.
French Ivory Products, Ltd., Queen St. West, Toronto.
John Millen & Son, Ltd., Montreal.
Perkins Electric Co., Montreal.

LEADING UNITED STATES MAKERS

Acme Apparatus Co., 190 Massachusetts Ave., Cambridge, Mass.
Adams-Morgan Co., Upper Station, Montclair, N.J.
American Pattern Fdry. & Mch. Co., 62 Church St., New York.
American Radio & Research Co., Merford-Hillside, Mass.
Andrea, Frank, A. D., 1882 Jerome Ave., New York.
Beacon Radio & Elec. Co., 246 Greenwich St., New York.
Clapp-Eastham Co., 161 Main St., Cambridge, Mass.
Corwin, A. H. and Co., 4 West Park St., Newark, N.J.
Crosley Mfg. Co., Blue Rock & B. O. Rly., Cincinnati.
Empire Radio Equip. Co., 271 West 125th St., New York.
Everett Elec. Corp., 320 Broadway, New York.
Freed-Eisemann Radio Corp., 255 Fourth Ave., New York.
Hatfield Elec. Co., Indianapolis, Ind.
Hofstra Radio Co., 600 West 127th St., New York City.
Jackson Battery Co., 1124 Jackson Blvd., Chicago.
Jewitt Mfg. Co., Inc., Newark, N.J.
Jones Radio Co., 384 Monroe St., Brooklin, N.Y.
Kennedy Colin B., Co., Inc., Rialto Bldg., San Francisco, Cal.
Marshall-Gerken Co., Toledo, Ohio.
National Motor Accessories Corp., 235 Broadway, New York.
Newman-Stern Co., Cleveland, Ohio.
Precision Equip. Co., Inc., Peebles Corner, Cincinnati, Ohio.
Radio Corp. of America, 233 Broadway, New York
Raymond Engineering Corp., 309 Lafayette St., New York.
Radio Electric Mfg. Co., 47 Warren St., New York.
Simplex Radio Co., 1013 Ridge Ave., Philadelphia.
Tuska, C. D., Co., 263 High St., Hartford, Conn.
Wireless Specialty Apparatus Co., Boston, Mass.

RADIO RESEARCH CLUB OF CANADA

President—C. A. Culver, radio engineer, Canadian Independent Telephone Co., Ltd., Toronto.
Secretary-Treasurer—F. K. D'Alton, Hydro-Electric Power Commission, 8 Strachan Ave., Toronto.

WIRELESS ASSN. OF ONTARIO

President—A. H. K. Russel, Toronto.
Secretary—C. A. Lowry, Toronto.
Publicity Manager—Clarence Smith, 24 Boswell Ave., Toronto.

RADIO INSTRUCTION

Shaw's Wireless, 105 Bond St., Toronto.
Toronto Radio School, 384 Yonge St., Toronto.

HOWDEN SUCCEEDS KENNEDY HARDWARE CO.

D. H. Howden & Co., Ltd., London, Ont., have purchased the business of the Kennedy Hardware Co., Toronto, the premises and stock on Colborne Street, Toronto having been taken over on May 16.

S. R. Kennedy, one of the oldest and best known



Mr. S. R. Kennedy



The late Dr. H. Howden

travellers and jobbers in Canada, has been in ill health for some time and D. H. Howden & Co., took advantage of the opportunity to enter the Toronto field, their business already covering Western and Central Ontario.

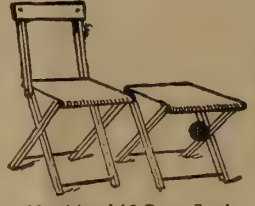
D. H. Howden & Co., Ltd., were established in London in 1900, absorbing the John Bowman Hardware & Lumber Co., in 1904. Since the death of Mr. D. H. Howden a few years ago, Norman R. Howden has been head of the business.

Roy Craig will be active manager of the Toronto branch of D. H. Howden & Co., Ltd., while Norman Howden will divide his time between the Toronto and London offices.

HAVE SEVERAL AGENCIES

Powley & Moody Limited, 105 Bond St., Toronto, who are well known in the electric transportation business, have entered the Radio field and are Canadian distributors for the famous Mullard English Radio Valves, Dictograph telephones Bristol Loud Speakers and the famous Lambda-built products as manufactured by Messrs. Radio Devices Limited of Gananoque, who will be manufacturing a general line of radio products.

CAMP FURNITURE



No. 14 and 15 Camp Stools

It is the good workmanship and faultless materials embodied in the campcots and stools illustrated here that make them such good sellers. Have you a stock of camp furniture sufficent to supply your customers needs? Ask for catalogue "P."



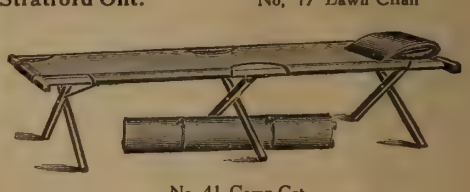
No. 17 Lawn Chair

STRATFORD MFG. CO.

Stratford Ont.



No. 22 Camp Stool



No. 41 Camp Cot

THE BRISTOL AUDIOPHONE

With a single detector bulb, using 3 stages of power amplification, and a Bristol Loud Speaker, radio fans in Toronto are able to fill a large room with the music from a broadcasting station 300 hundred miles distant.

One welcome feature of the Audiophone is the absence of those harsh static cracks and crashes. Not that the Audiophone eliminates static, it however reproduces it more softly and so gives a better signal-to-static ratio.

On top of all this, the Audiophone requires no external field current, and so is connected with the amplifier just where the head receivers would ordinarily go.

The horn on the Audiophone is unique, being partly a smooth aluminum casting, and terminating with a spun aluminum flare. The housings of the reproducer and transformer are of die cast aluminum, the transformer housing also doing duty as a base for the instrument.

The audiphone is finished in bronze laquer and presents an appearance in keeping with the most elaborate and costly parlor equipment.

Messers. A. H. Winter-Joyner Limited, 62 Front St. West, Toronto, are Canadian distributors for this device.

which makes up the pole pieces. The shell is of aluminum and the head band is of insulating material.

MARVEL RECEIVING OUTFIT

The Stillwell Co., Kent Building, Toronto, are distributing the Freed-Eisemann radio equipment in Canada, the chief item of which is the "Marvel" radio telephone receiver outfit which retails at $20. and includes the following equipment: One Marvel Radio Receiver; 100 feet solid, hard drawn copper wire; 25 feet covered wire; 1,000 ohm high sensitive telephone; leather-covered headband; Telephone cord; Single pole, double throw antenna switch; Adjustable ground clamp; Official Code Chart; International Abbreviation Chart; Directions for installation and operation.

ARGUS LIGHTNING ARRESTER

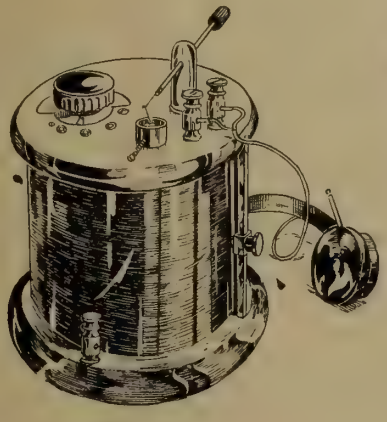
The Cam-Fish Co., 70 King St. West, Toronto, are marketing the "Argus" Lightning Arrester which is specially adapted for protection to radio receiving sets against damage by lightning. It is built very well and has been



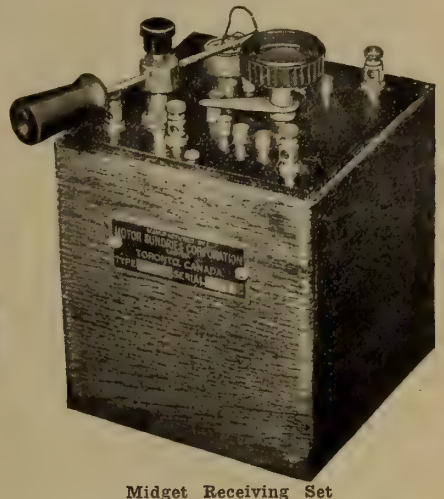
Bristol Audiphone



Gilbert Phone Set



New Crystal Set



Midget Receiving Set

NEW CRYSTAL SET

The Toronto Radio Co., 147 Victoria St., Toronto are distributors of the small crystal radio set illustrated, the receiver having a variable condenser, a new feature in small crystal receivers. It is a handsomely made instrument and very efficient.

TRIPOLE RICO PHONES

The Dominion Radio and Supply Co., 152 Bay street, Toronto, have been appointed distributors for Canada for Tripole Rico Phones, which they claim is the only phone with a triple pole and single spool. It can be wound up to 6000 ohm. They also represent the Keco-Combinator, a storage battery and charger combined.

GILBERT PHONE SETS

The Gilbert-Menzies Co., 439 King St. West, Toronto, are marketing the new Gilbert 2000 ohm head phones which are claimed to be amongst the most sensitive and clear sets of telephone receiving equipment on the market. They are remarkable for their tonal quality in reproducing either musical or vocal sounds. Part of the senstitiveness of this head set is due to the special magnet steel used in the phone magnets and the fine grade of soft iron

is use for 18 years. It is as efficient after the lightning has passed through as it was before. It eliminates the necessity of a lightning switch and acts as a filter for static.

THE MIDGET RECEIVING SET

The Motor Sundries Corp., Ltd., 414 Eastern Ave., Toronto, are now producing three radio receiving sets in addition to a complete line of vario couplers, vario meters, switches, contact points, binding posts, variable condensers, amplifying transformers, etc. The radio department is in charge of Lieut. S. M. Long, late of the Canadian Government Naval Radio Service, whose technical advise is at the disposal of any reader of HARDWARE & ACCESSORIES.

The Radionola "Midget", retailing at $15 is a small crystal set contained in a quarter cut oak cabinet and giving excellent results for receiving radiophone concerts, etc., up to 15 or 20 miles. The Radionola, Jr., retailing at $25, exclusive of head phones, is built on a larger scale with a guaranteed capacity up to 20 to 30 miles. The Radionola Sr., retailing at $85, is capable of receiving over a range of several hundred miles. It consists of a triple coil mounting, coils for tuning and variable condenser, grid condenser, grid leak, vacuum tube socket and rheostat, and 3000 ohm head phones.

TORONTO HARDWAREMEN DISCUSS RADIO

W. A. Walkover, sales manager of the Cam-Fish Co., wholesale dealers in radio supplies, Toronto, addressed the June meeting of the Toronto Hardware and Paint Club on Monday, June 12, on "Why Hardwaremen Should Sell Radio."

"There is only one way to put radio across," said Mr. Walkover, "and that is to sell first class materials. Radio is not a fad but a new phase of commercial life nd hardwaremen are the natural sellers of radio."

In the United States there are 40,000 licensed operators and over 1,000,000 amateurs, while in Canada only three or four cities have as yet taken up Radio enthusiastically, although every day is now bringing in new business from dealers in the smaller cities and towns all over the Dominion and new broadcasting stations are being established in numerous cities, the latest ones heard from being Hamilton and Brantford.

It is sometimes said that radio is not efficient, but Mr. Walkover gave a personal experience to prove how efficient it is. During the war as an officer in the British Navy, he told of being on the spot when the United States battleship Arizona found herself in the midst of a mine field outside a British harbour and being fog bound made a radio call for help. With the aid of radio her exact position was located and she was guided successfully through an area sown with dangerous mines.

Mr. Walkover said the only phase of radio today lacking in efficiency is the crystal set which is, however, dependable in most cases up to 20 or 25 miles, although under freak conditions he himself had heard over a crystal set nearly 2,000 miles. "If you sell crystal sets, sell the best you can," said Mr. Walkover.

Hardwaremen can capitalize upon the wonderful interest created in radio telephony and secure much profitable business, the opportunity in Canada being as great as in the United States where thousands of retail dealers are now selling radio supplies. One hardware firm which he had heard about starting with a $200 stock, had in six months developed a turnover in radio of over $2,000 weekly.

Mr. Walkover urged the sale of parts rather than complete equipment, this enabling the boy or man to build his own set and with the practical knowledge gained, steadily improve his equipment with the purchase of additional supplies.

A boy builds a simple crystal set at the cost of a few dollars and becomes interested with the results obtained. Then the parents, becoming interested, help the boy to build a more expensive vacuum tube set.

The various parts of a radio set were explained by Mr. Walkover. The purpose of the loose coupler, the condenser, the vacuum tube, etc., being taken up in turn and demonstrated. The difference between the Mullard tube made in England and the Radiotron tube made in the United States being also explained.

"If you are going to sell radio, arrange to do it between now and fall," said Mr. Walkover, "as the rush will begin in the early fall and in order to be prepared for it, you should get your stock in hand and learn something about the basic principles of radio telephony." He gave several instances of the permanent nature of the business, explaining that he himself had been engaged in radio telephony activities for 15 years, and pointing out that a Boston manufacturer he knew was refusing to accept orders until January next for delivery in June 1923. He invited any hardwaremen present to ask any questions, which he would endeavor to answer.

"Is Radio going to be a hardware line or a music line?" was asked. "That remains with you hardwaremen," was Mr. Walkover's reply. The Canadian Independent Telephone Co., have licensed several music companies to sell radio but hardware and electrical dealers are better equipped to sell radio than any other class of merchants, having the basic supplies and tools already in stock, and music stores, opticians and shoe shine parlors cannot take this profitable business away from hardware and electrical dealers if they are alive to their opportunity.

"Will prices lower between now and Fall?" was asked. "Only in case some manufacturer or jobber becomes overstocked and is pressed for money," was the reply.

"What margin of profit can be obtained?" was asked, and in the discussion which followed, it was made clear that while on wire, which is handled at about 25% or cost of doing business, leaving little profit, there is on other lines profits ranging from 40 per cent. to upwards of 100 per cent.

Vice-president, F. R. Jackson, took an active part in the discussion. While admitting that he had a great deal to learn about radio, he strongly urged other hardwaremen to take up the line. "Try it out," said Mr. Jackson, "by putting in a small stock of number 22, 24 and 26 gauge copper wire, a dozen packages of galena, a supply of bolts and nuts and some porcelain insulators and you will find the boys in your neighborhood will soon make your store their headquarters and induce you to put in a larger stock." Mr. Jackson said he had a complete set on display in his window but had not been able to sell it as the boys prefer to build their sets themselves. The complete set, however, was an advantage in helping to make his display attractive.

A circular "How To Start in the Radio Business" was offered to dealers by Mr. Walkover, who told of a knocked down vacuum tube being offered to retail at about $115 but sold to dealers at $97.50 less 25% discount.

The discussion following the address was one of the most interesting yet held at any of the meetings of the Toronto Hardware and Paint Club.

Before adjourning, announcement was made of the annual picnic of the Toronto Hardware and Paint Club which would probably be held at High Park on Wednesday, July 19. It was also decided that July and August meetings of the Club will be cancelled, and meetings resuming in the fall, either in September or October at the call of the executives.

HARDWARE JOBBERS HONORED

The North End Merchants Association of Toronto have honored Mr. Walter Walker and Albert W. Walker, of Walker & Son, Toronto, by presenting to them an illuminated address in appreciation of their services to the mercantile interests of the North Toronto end. The address expresses appreciation for the devotion of the Messrs. Walker to general welfare of that business section during the past 13 years and beseeks for them a long continuation of the well earned prosperity which their fellow businessmen recognize the firm of W. Walker & Son have been enjoying in their expansion from retail hardware dealers into wholesalers with retail connections covering a large portion of Ontario as well as the city of Toronto. The address is dated May 11, 1922.



A. W. WALKER
Manager W. Walker & Son, Toronto.



You Can Sell Many Flashlights and Batteries This Summer

EVERY man, woman and boy who comes into your store to purchase fishing tackle, ammunition, auto tools and other outdoor accessories is a prospect for the sale of an Eveready Flashlight. Keep your Eveready Flashlights prominently displayed, "ask 'em to buy" and you'll be surprised how easily and quickly sales are made. Every flashlight sold means a larger volume of battery renewals—and an ever-increasing profit for you.

Your jobber can supply you with a stock of the fast-selling Eveready Flashlights and Batteries. Order now to get the full benefit of the vacation season.

CANADIAN NATIONAL CARBON CO., LIMITED

Montreal Toronto Winnipeg Vancouver

Eveready Unit Cells are the liveliest, longest-lived flashlight batteries made. You need stock only two sizes to fit all tubular flashlights. Ask for Eveready Unit Cells.

EVEREADY FLASHLIGHTS

Eveready flashlights are made in a variety of shapes and sizes, ranging from the vest pocket cigarette case type to the powerful spotlight with the 300-foot range.

A STORE THAT SPECIALIZES ON PAINTS

Trelford Paint Company, Toronto, Build Up Profitable Business on Paints Alone—Have Made a Careful Study of Best Merchandising Methods for this Particular Class of Goods.

The Trelford Paint and Varnish Company, 518 Yonge Street, Toronto, have in a little over a year, the time they have been carrying on business at their present location, demonstrate the possibilities of specializing on paints alone and of giving this line of goods their undivided attention. It also goes to prove that concentration on one particular department of a business means expansion and success depending on the efforts put forth.

This store owes its success largely to its merchandizing methods, the management having made a close study of the systems in use in connection with many of the best paint stores on the continent. This coupled with past experiences in the retailing of paint have placed them in the forefront of similiar establishments and in a comparatively short period of time.

It did not take the manager, Mr. Trelford, long to find out that his stores' best asset was its windows, not only because the store is located on one of the city's main arteries of traffic, but on account of the large residential section surrounding it. Then too, with a store frontage of forty feet here was an unusual opportunity for effective window displays. At first it was found that the windows were not quite as successful in drawing trade as had been expected. While a great deal of care had been taken in arranging them they were not pulling for some reason or other. On looking carefully into the cause it was found that the windows were most too elaborate to interest the everyday type of citizen who passed the store. These displays were on a large scale and the impression was conveyed that this was a manufacturers' exhibit and not that of a retailer. To remedy this effect the windows were made not less attractive, but whenever possible by using price cards the price of the article displayed was given. This proved to be the procedure necessary to put the window selling idea over.

A feature of their window selling programme is to tell a story to the onlooker. One special color, paint or varnish card as the case may be is used. Attractive window cards are prepared giving explanations of the kind of paint on display, how it is applied, the price, in fact all the facts a buyer would like to know. Displays are changed weekly and with every change a number of special show cards are shown. As these are repeated at different times they are made of durable material and are saved to be used when that particulr line of paint is again placed on exhibition. Attractive cards are used whenever it is possible or advisable.

Trelfords hold no sales. Prices are never reduced below the printed price list and copies of this printed list are kept handy so that customers may see, if they desire, the prices that they are being charged. "When we advertise, as we do in the daily paper," says Mr. Telford, "we advertise the price that is the same the year round, except of course, when market changes take place. We feel that to reduce prices we must cut the quality of our product, so that for us the set price is the better policy."

The paint colors are displayed on panels large enough to give the customer a good idea of what the shade of paint he is buying looks like in actual use. There is a large panel for each color shade. These are arranged in a conspicious place in front of the sales counters and silent salesmen.

MARINE PAINT IS FEATURED

Marine paint is one of their feature lines. In the short time that they been in business some of the largest purchasers of marine paints in the city have started to do their buying here. Being one of their feature lines they have adopted special schemes to push the sales of these goods from time to time.

During one week last spring they displayed a full length canoe in the window. With it were shown the various kinds of marine paint and varnishes. After it was taken out of the window the canoe was left on display in their showrooms. It attracted a great deal of business in marine paints. This year in place of a canoe they are displaying a full sized motor boat which will give them the opportunity to display a more extensive line of these products. Orders will be taken for the boat as well as for the finishes. They received so many enquiries regarding the canoe last year

Clean Up! Paint Up!

But! Where Will You Buy Your Paint?

TRELFORD'S

Offer you the services of a well-equipped paint store, where you can purchase high quality products and receive the proper information you may require.

The Surface-Saving Store

MARTIN-SENOUR 100% PURE PRODUCTS

Trelford Paint & Varnish Co.

518 Yonge St. 1781 Danforth Ave.

Tel. N. 6090 (Open Evenings)

One of Trelford's ads. during "Clean Up" Week.

Boeckh's Brush News

Introducing

Boeckh's HI-GEN-IC BRUSH

ALUMINUM BACK **PURE BRISTLES RUBBER SET**

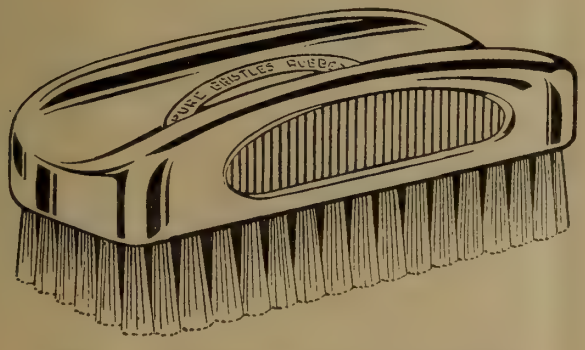
For the Hands, Nails, Scalp and Bath

Our new Hi-Gen-Ic Hand and Bath Brush is a wonderful new line for the hardware merchant. It is a brush that is needed by the people who are already your customers. A brush that is in demand by all who want thorough cleanliness.

Formed to fit the hand, and built only of bristles of the finest grade, firmly embedded in vulcanized rubber, and this held in a vise-like grip by a case of highly polished aluminum, which forms the back of the brush—the Hi-Gen-Ic is attractive, light in weight, and of a size that can be conveniently carried in a coat pocket.

Hi-Gen-Ic has Strong Selling Points

It is practically indestructible. Its bristles can never come out. The hardest wear, and continuous sterilizing will not harm the Hi-Gen-Ic. It is absolutely sanitary. Dirt will not collect on it. Germs cannot breed in it. It cannot waterlog, foul or sour. And with every Hi-Gen-Ic Brush goes our money-back guarantee.



The Hi-Gen-Ic Brush

Note the Beautifully Polished Aluminium Back

Doctors have proved that many of the very worst diseases are carried by means of germ-laden hands. Constant use of the Hi-Gen-Ic keeps the hands healthy, smooth, absolutely clean, and free from germs.

An article having so many splendid selling points cannot fail to prove a profitable all-year-round seller for you.

Extensive Advertising Campaign

We are spending large sums of money advertising the new Hi-Gen-Ic Brush in papers throughout the country. Take advantage of this campaign, and reap its benefits. This you can do by beginning *right now* to sell Boeckh's Hi-Gen-Ic Hand and Bath Brushes.

To assist you further, we have a handsome plate glass display case which contains eight Hi-Gen-Ic Brushes. This case prominently placed in your store will prove a splendid salesman. Write for full particuars on this miniature show case.

Prices to the Public

Natural Black Bristles	**$2.50**
Silver Grey Bristles	**3.00**
Ivory White Bristles	**4.00**

Get your order in NOW. Lost time means lost profits.

***The* BOECKH COMPANY, Ltd.**

Makers of everything in Good Brushes since 1856

TORONTO - CANADA

Distributors:

WINNIPEG: Mr. J. B. Buckham, 664 Broadway.

VANCOUVER and VICTORIA: T. S. Griffiths, 1080 Hamilton Street, Vancouver, B.C.

that they felt that they might just as well reap the profits from the sale of water craft of this kind.

Interior Display Room Makes Sales

The company have in use a very good idea to aid in the sale of household paints. At the rear of the large showroom they have had constructed a small living room, with polished hardwood floors, comfortable wicker chairs, a wicker lamp, and table, and an electric fireplace. Entrance to the room from the showroom is gained through a French door. There are also, casement windows in the partition separating the store from the showroom. By means of panels and charts the numerous lines of house paints are effectively exhibited. The room gives customers the chance to see a background for paints and tinting such as could not be given by the ordinary store, and this has accounted for many sales.

As they are agents for a well known hardwood flooring firm, the panels that are used to display hardwood flooring are also used to display the various hardwood floor finishes. The panels in the living room are changed each week.

Manufacturers' Advertising Matter is Used

Every hardwareman can and does receive a wealth of advertising matter from his jobber and manufacturer. These are issued in many forms, pamphlets for the direction of the painter and giving general information about paints and their use. These pamphlets can either be thrown aside and forgotten or they can be put to good use. Trelfords use them all. Small wall pockets of tin or cardboard are made so they can be fastened to the walls or the shelves. In these pockets, near the article they concern, are placed the information pamphlets. Another way to dispose of this advertising matter, if the small pockets are not available, is to place it on top of the tins of paint on the shelves. Here it is handy where it can be secured easily. When this material is readily available it will be given out and will undoubtly bring in more business. When it is not kept in a convenient place the chances are that the dealer will not bother to look for it in the rush of making a sale.

Building of Safety Construction

This firm have demonstrated in the reconstruction of their building how they keep down overhead expense. In the storeroom at the back all the oils are kept in air tight cans and tanks. This prevents wastage from evaporation and also keeps down the fire insurance rate.

Fire doors separate the store from the garage; a fire proof floor separates it from the basement; fire buckets filled with water are placed at convenient positions around the building. The whole result has been that the fire insurance rate on their building has dropped from $3.25 the rate charged last year to .90c. this year.

Everything is displayed attractively in the showrooms which are large and bright and permit displays of a large stock without being crowded. The various lines are neatly displayed on shelves along the walls; brushes are shown in a large silent salesman and on a large 5 x 6 feet chart. From this the customer can readily choose the size and style of brush that he desires. Side lines are but little featured and are purely paint sidelines. This is a paint store in every sense of the word.

SELL PAINT BY PHONE

If you're not using your telephone for selling, as well as for taking orders, you are not half using it. Take your telephone directory. Every name in it is good for paint and varnish. Start with the A's Call a certain number of people every day. Keep a card system of the results. "Central" will put you in touch with folks living ten minutes' walk away from your place of business or ten miles out in the country. A 'phone conversation is almost as good as a personal visit. In cases where you have opened up leads on the ground, or by mail a 'phone call often lands the order or the job. As a business getter, the telephone is a real help. Make yours sell harder for you.

THE TRAVELING MAN

He packs his grip in the early morn,
Catches a train in the face of a storm;
Sleeps in an "upper" without kick or frown,
Gets up at daybreak to make his next town.

Hustles all day in cold, rain and sleet,
Spreading glad news—never getting cold feet;
Settling disputes between house and the buyer,
Both always right—he is the liar.

Visits a buyer who has a grouch and a sigh,
Lands a small order 'cause price is too high;
Tackles another way down in the dumps
Who can't see sunshine, but spreads gloom in chunks.

Never complains but makes town after town,
Always smiling with never a frown;
Away from his loved ones, baby and wife,
You said it, my boy, it's a "peach of a life."

After his work at the close of the day,
Eating his dinner in a "one horse" cafe;
Steak that is tough, and coffee that's rotten,
"Oh, well," what's the difference, once down it's forgotten.

Sends in his orders, writes a letter or two,
Goes to his bed just a little bit blue;
Dreams of the time when his trip will be over,
At home with the loved ones all will be clover.

Up in the morning at the tap of the gong,
Gets a card from the boss with the same old song;
How "Bill Jones" has cancelled and Smith don't pay,
Bright, cheerful news to start a new day.

Jumps out and hustles—calls on the trade,
Tickled to death with every sale made;
Every one likes him, this overgrown boy,
His presence brings gladness, sunshine and joy.

So through this life he makes trip after trip,
Always a-smiling, this "Knight of the grip";
No matter how blue or homesick he feels,
He'll tell you of gladness with never a "squeal."

When life's trip is over and the journey all ended,
'Twill be "well done, come in, son, you're well recommended";
You had "hell" on earth, but that is all past,
Forever be joyful, you have earned rest at last.

The Canadian Radio Electric Co. 782 Logan ave, Toronto, are specializing on concertwave coils.



"Save the surface and you save all" *Paint & Varnish*

The Seven

Floglaze

lines are

Exterior Finishes
Home and Farm Finishes
Art Shades
Velvet Finishes
Porch and Veranda Floors
Lac Shades
Auto Finishes

Registered

Floglaze

The Finish That Endures

Velvet Finish

(The Can with the Orange and Black Label)

There is no limit to the sales possibilities of a decorative material such as **Floglaze** Velvet Finish. This dull mat enamel is in strong demand for the finishing of walls, ceilings, woodwork, etc., of homes, hospitals, schools, churches and such like.

Owing to its unique composition, **Floglaze** Velvet Finish produces a dull lustre in a natural manner. This dispenses with the usual necessity of rubbing or polishing. Being readily washable without injuring the finish, enables bright, sanitary conditions to be maintained at all times.

Floglaze Velvet Finish furnishes a powerful lever for the increasing of profits in your paint department.

Floglaze
M L
FINISHES THAT ENDURE
QUALITY

Our dealer's booklet "A Guide to larger Profits" describes Floglaze Art Shades fully Write us for this book.

"Make 1922 Your Greatest Paint and Varnish Year"

THE IMPERIAL VARNISH & COLOR CO. LIMITED

HEAD OFFICE **TORONTO** CANADA

MONTREAL **WINNIPEG** **VANCOUVER**

Eastern Distributors
PAINT & VARNISH LIMITED
MONTREAL
243 Beaver Hall Hill

Sole Distributors for Manitoba, Saskatchewan and Alberta
MILLER-MORSE HARDWARE CO. LIMITED
"THE BIG WINNIPEG HOUSE"

Distributors for British Columbia:
The Callander Shore Co., Limited
155 Pender St. West
Vancouver

HARDWARE *and* ACCESSORIES YOU *can* SELL

New Goods and Selling Helps being Introduced to the Trade—Write to the Manufacturer for Additional Information and Mention this Paper.

FINDLAY FURNACE IMPROVEMENTS

Findlay Bros. Co., Ltd., Carleton Place, Ont., have issued a circular illustrating the dust tight and gas proof joints used in the Findlay "Sterling" (piped) and number 200 series of pipeless furnaces, the joint being between the sides of the door and the radiator. The swedge of flange in the edge of the steel is ridged, allowing for expansion and contraction and proved a joint that is tight and will remain tight. They claim the radiator joints in other furnaces are responsible for 90% of the gas leakage while in the Findlay it has been demonstrated that these joints remain tight during an indefinite period of usage. They also claim that dust and gas leakage is impossible in the Findlay construction.

PRESTO DASH LAMP

A sturdy and convenient dash lamp for Ford cars is being manufactured by the Metal Specialties Mfg. Co., Chicago. It has an extra long threaded shank with nut and washer which permits the lamp to be fitted either to an all-metal dash or a wood dash simply by boring a three-quarter-inch hole. Sufficient wire is furnished with clip ready to slip over the tail light terminal on the back of the lighting switch on the dash, to make one side of the circuit. As the lamp is single contact in construction the other side of the circuit is completed through the metal contact of the lamp flange with the metal dash or the metal covering on the wood dash. The lamp is equipped with an individual lever switch. Jos. St. Mars, Toronto and Winnipeg, are Canadian agents.

TIRE AND BEAD SPREADER

The Woodworth Tire and Bead Spreader is made by the B. J. Coghlin Co., Montreal, and is priced at $2.25 for the passenger car size and up to $7.50 for the truck size. It enables the repairman to spread the tire casing and hold it open for inspection or repair work. It operates simply. The tool is inserted between the beads, and the small lever is brought into play, forcing the beads apart. The tool retains the beads in this position until the lever is pulled back.

NEW EUREKA VACUUM CLEANER

The Onward Manufacturing Co., Kitchener, Ontario, have given further particulars regarding the new model No. 9 Eureka Vacuum Cleaner which they claim gives the Eureka a superiority which ensures larger sales to dealers handling this cleaner.

The most important feature is the 13½ inch nozzle, tapered at the end to increase the velocity of the air at these points. The wheels have been placed in a permanent position behind the nozzle, making it unnecessary to change the edge of the nozzle when sweeping different floor coverings. It also includes an improved detachable sweep action brush claimed to be the most efficient yet incorporated in any portable electric cleaner, while a new one piece oil tempered steel fan is another feature for which great claims are made. A larger and finer dust bag with a simple new looking device is also being added. A shorter handle, lock bolt and the lowering of the fan case exhaust vent, together with the addition of an efficient upholstery brush, rounds out a total of nine new features which provides numerable talking points for the increased sale of the Eureka Vacuum Cleaner.

THE SUPREME CANADIAN PLIER

Canadian Tools, Ltd., Bridgeburg, Ont., are manufacturing the Supreme Canadian Plier, a 7" combination hammer and shear combining six tools in one; nippers, pipe pliers, snips, wire cutter, hammer and screwdirver.

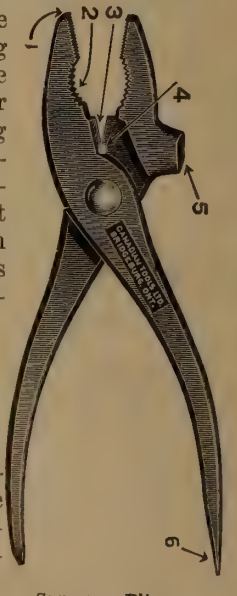
This tool is drop forged and the screwdriver is milled on and fully tempered. The plier is made in two finishes, nickel plated and black.

STANDLEY CAMP GRID

The Adamson Manufacturing Company, Hamilton, are making the Standley Camp Grid, which is a wonderful convenience to campers and should have a large sale, no camping outfit being complete without it. It is set up in a moment ready to boil coffee or broil a steak and is adjustable to any convenient length. It folds up into a compact package 1x6x10 inches. It is steel constructed, has six supports, and will not warp from heat.



Presto Dash Lamp


Supreme Plier



New Eureka Cleaner

Making "Mile-ionares"

THESE are great days for the motor car user—in a tire sense. Your dollar never before bought as much. Your speedometer never before registered as much. Your repair kit never was as idle. All because **Dunlop Cord Tires** came and ushered in a new era. Five years ago you paid half as much again for the same size tire; ten years ago you paid twice as much. Prices have been tumbling. Quality has been mounting. One time we thought 3,500 was mileage to boast of; today we may run into half a dozen "25,000 milers" in a forenoon. "Dunlop did it," says one enthusiast. "The 'Two Hands' are making us Mile-ionares," says another; and so on.

The sign "Mileage wanted" is now changed to "Mileage Supplied."

Use Dunlop Cord Tires With Dunlop Tubes

Dunlop Tire & Rubber Goods Co., Limited

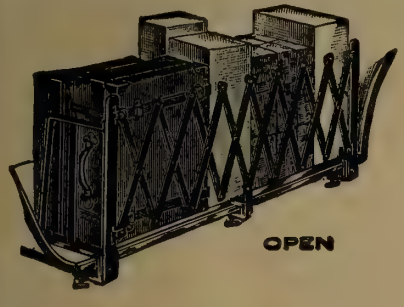
Head Offices and Factories: - Toronto

Branches in the Leading Cities

NEW ADAMSON PRODUCTS

Here are a few articles from the well known line of Standley Automobile Utiiities. These goods are very profitable for you to sell — particularly at this season.

Patented in Canada Sept. 21. Infringers will be prosecuted.



STANDLEY



FOLDED

TYPE A—Carrier, $5.00.
TYPE B—Carrier, $4.00.
Adjustable Luggage Carrier. for suitcases, parcels, etc. Being adjustable to amount of baggage, there is no bouncing. Fits any car and can be put on without tools.

CAMP GRID No. 670
One of the most useful pieces of outing equipment. Set up in a moment ready to cook anything and everything. Adjustable to any convenient length. Folds to 1x6x10 in. in size.
Constructed of steel,
Weighs only 3½ lbs. Price $2.00.



Write for Catalogue showing our complete line of Adamson Products.

ADAMSON MANUFACTURING CO.
HAMILTON ONTARIO



OUTING CHAIR No. 340.
Very comfortable and strong, holding 500 pounds without strain. Folds to 18 x 11 x 1 in. in size. Constructed of flat steel, finished in black baked Japan and heavy Khaki. Weighs only 8 lbs.
Price $2.60.

Trade News From Coast To Coast

A Monthly Summary of News Among Dealers, Jobbers, Manufacturers and Allied Interests

ALBERTA

Delburne—Lindsay & Moore, hardware merchants, dissolved partnership. R. B. Lindsay, continues.

Willowbrook—Greenberg Bros., hardware, dissolved partnership.

Alix—R. F. Sanderson, opening hardware business.

BRITISH COLUMBIA

Alberine—Carter & Murray succeed W. C. McIntyre, hardware.

Armstrong—Manville & Sons have succeeded D. B. McLachlan.

Vancouver—Albert E. Ducklow is principal owner of the recently registered Collingwood Hardware Co.

Vancouver—The Canada Wire & Cable Co., are opening a factory to manufacture wire rope and electrical wire. The Western market will be supplied throuh this new plant.

Vancouver—The Main Hardware has opened a retail hardware store on Main St. Le Roy H. West is the principal.

Vancouver—Share Bros., openin another harware store at 627 Hastings West.

Vancouver—D. B. McCoy, formerly coast representative of the Steel Company of Canada, has been transferred to the Toronto office. M. A. Irwin, of Winnipeg, is now coast representative.

Vancouver—McKenzie, White & Dunsmuir, Ltd., commenced business as wholesale auto accessory dealers. W. G. McKenzie, L. M. White and John Dunsmuir are principals.

MANITOBA

Rosenfield—L. Naiman recently opened a general store.

Rossburn—Adams Bros., have succeeded I. M. Coldwell, retail hardware.

MARITIME PROVINCES

Fairville, N.B.—Boyle Bros., hardware, suffered damage to store by fire.

Fredericton, N.B. — Maritime Radio Corporation, Ltd., incorporated with $24,000 capital to manufacture radio equipment. This is the first radio incorporation in the Maritime Provinces.

Halifax, N.S.—J. R. Simmonds, of James Simmonds, Ltd., wholesale and retail hardware, died recently.

St. John, N.B.—Major R. A. McAvity was elected a director of T. McAvity & Sons, Ltd., and is now managing director of one of the company's plants.

Sydney, N.S.—H. E. Rice, general superintendent of the Dominion Iron & Steel Company, died suddenly in New York of Pneumonia.

QUEBEC

Sherbrooke—Hubert B. Johnston has been appointed exclusive sales representative of the Bridgeport Hardware Manufacturing Corp., for Quebec province and Ottawa City.

Montreal—A. Latremouille commencing a retail hardware business at 210 Bernard St.

Montreal—Moore, Broadbent & Co., Ltd., incorporated at $50,000 to manufacture paints, oils, chemicals, etc.

Montreal—A. B. C. Hardware, Eectric and Plumbing Supply Co., have dissolved.

Montreal—The Gurney-Massey Co., have moved to the Canada Cement Building, Phillips Square from 169 St. Paul St. West.

Montreal — Sportsmen's Specialty Co., of Canada, Ltd., incorporated at $50,000 to manufacture and deal in sporting goods.

ONTARIO

Aurora—A site of four acres has been purchased by the Taylor Rubber Company of Toronto, on which to erect a factory to manufacture a patented inner tube.

Belleville—John W. Walker, veteran hardware merchant, dead.

Clinton—John Harland, hardware merchant, died recently in his 75th year. The business has been purchased by Messrs. Ball, Atkinson and Zaphil, furniture dealers, who will operate it under the name of the "Clinton Hardware and Furniture Co."

Englehart—W. J. Henderson, former manager of the Magladery Hardware store, is now in business for himself and would be glad to receive catalogues of general hardware, plumbing goods, auto accessories and sporting goods

Elmira—Klinck Bros., damage to store by fire and smoke.

Gananoque — Radio Devices, Ltd., incorporated at $40,000 to manufacture radio and electrical equipment.

Goderich — Chas. J. Harper, hardware, has been succeeded by H. B. M. Tichborne.

Linwood—V. A. Otterbine opening a tin shop.

Ottawa — Gray-Harvey, Ltd., wholesale and retail hardware, fire loss.

Ottawa — Champlain Tire & Rubber Co., incorporated at $2,000,000.

Ottawa—Sucess Electric Products Co., Ltd., incorporated at $50,000 to manufacture electrical appliances.

Mount Forest—F. E. Henderson, sold his hardware business to John and Jabez Barnard of New Liskeard. Mr. Henderson will soon leave for Pasadena, California, where he will conduct a hardware business.

Owen Sound — Messrs. T. I. Thompson, Ltd., have bought the hardware business of R. P. B. Butchart & Bro.

Simcoe — Non-Freeze Battery Mfg. Co., Ltd., incorporated at $75,000 to manufacture storage batteries and electrical equipment.

Sydenham—C. H. Maybee purchased the hardware business of W. S. Gordon.

Toronto—Radio Equipment & Suppies, Ltd, incorporated at $250,000 to manufacture radio goods, auto accessories and general hardware.

Toronto—Griffin Radio Mfg. Co., incorporated at $2,000,000 to manufacture radio equipment.

Toronto—G. W. Collins opening hardware store at 224 Greenwood Ave.

Toronto—Mr. Barker, general manager of Jones Bros., makers of store equipment, is dead.

Toronto—J. A. Richardson has purchased the hardware business of Frank Heyworth.

Walkerton—A. P. Johnston, retail hardware, sold to A. J. Fehrenboch.

Welland—The British Empire Steel Corp., will open a plant employing about 150 skilled mechanics to manufacture scissors and cutlery. The parent concern is the Cling Cutlery Corporation, New York City.

Windsor—Laird and Laird succeed Wall & Lefevre. (Wyandotte Hardware.)



RUBBERSET

Big Business



The high reputation of Rubberset Brushes brings dealers business.

Rubberset Brushes back up every good thing you say about them. They are properly shaped and trimmed to spread paint--*evenly, economically, quickly.*

Stock through your jobber or "rush shipments from stock."

RUBBERSET COMPANY Limited

Factories:
Toronto-Gravenhurst

SASKATCHEWAN

Avonlea—J. S. Parks succeeds the Armstrong Hardware Co.

Conquest—G. A. Langtry, discontinuing hardware business.

Elbow—Wilbow Grain Growers' Assn. succeeds L. P. Woodhams, hardware.

Pelly—W. R. Spencer, hardware merchant, has been succeeded by J. R. Barrie.

Perdue—McClellan & Co. have registered partnership.

Shellbrook—W. Trenholm succeeds Nicholls & Co., hardware.

Willowbrook—A. P. Swallow opening hardware store.

NEW SUPERHEATER FURNACE

The Hamilton Stove & Heater Co., Ltd., Hamilton, are placing agencies for their new Superheater and applications for representation are being received from all parts of Canada. The Superheater looks like a costly mahogany cabinet but is a real furnace, being made of heavy sheet steel body lines with fire brick with one piece cast combustion chamber with cast iron heat difusing top having slotted air vents. The cold air is drawn in near the bottom of the heating chamber and after passing around the fire pot and the Superheater is distributed outward through the air vents on the top. It is designed on the line of the pipeless furnace but can be set in any room where a stove or base burner would be located. It operates on a low fuel consumption and is claimed to be capable of heating every room in a medium sized house. The novelty and attractive appearance of this Superheater should help to make many sales when displayed on the floor or in the window of hardware stores.

BRILLO UTENSIL CLEANSER

The Brillo Manufacturing Co., Pearl and Tillery Sts., Brooklyn, N.Y., are marketing in Canada the Brillo Aluminum Utensil Cleaner and Polisher, which cleans and polishes in one operation. An aluminum cleanser should not contain alkali, sand or hard grit, while to be efficient in removing hard formations and accumulations on utensils without hard rubbing; it is claimed that best results are obtained by threads of metal, spun very fine in order to be used in the hand and without scratching the aluminum. The Brillo Cleanser and Polisher is marketed in small pads of convenient size and several Canadian jobbers are selling the product.

NEW HARDWARE STORE

The York Hardware Co., Ltd., 499 Bloor St. West, Toronto, has been established and will feature builders hardware and supplies, wholesale and retail. G. M. Brantfield, formerly of the Aikenhead Hardware Co., is manager; J. Turner is president; Geo. S. Robinson, vice-presdent; W. Mosley, secretary and J. Hudson, treasurer. The caiptalization of the company is $40,000.

DEMONSTRATES CARPET SWEEPERS

To the left of their entrance a Western hardware merchant has a young woman demonstrating a vacuum sweeper for which the store is agent. In this way no woman who is even mildly interested in such a device gets by.

This demonstration has been going on daily for some months and the results have caused it to be permanent, or at least endure as long as the returns continue as at present.

There is a rug with suitable material to show the workings of the sweeper. Literature is handy, too. Each person who enters is invited to see the efficiency of the machine as it cleans the rug. If interested, the merits are explained fully.

If the party is the one who buys for the home, is in need of a sweeper, an effort is made to sell one on the spot; and that is done in a number of cases. If not, the name of the party who shows interest is taken and the demonstration followed up.

Many stores have had occasion to appreciate the results gotten from temporary demonstrations conducted by representatives of manufacturers; but this store is stretching out such a method to reach every patron who visits the store.

People are interested in anything that bears the affix "less," and the store is planning to try out a refrigerator that has that affix in its name, believing that it will the more readily interest some of the store's clientele.

PREMIER TIRE COMPANY MOVES

The Premier Tire and Rubber Company has moved into new premises at 116 Adelaide Street West, Toronto, bringing the Company's headquarters down town to a convenient location for service to the public and providing for the expansion of the business.

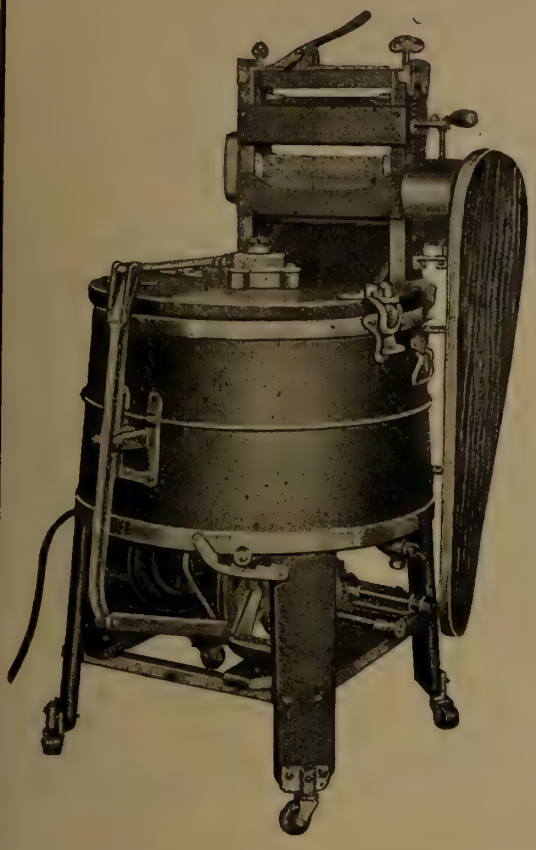
The company's factory at Beamsville is busy making EPOK Tire tubes—the tube with the fabric lining. The signifigance of this extra re-inforcement inner tube efficiency was illustrated by the experience of a motorist the other day. Returning from a long trip he discovered a slow leak in one of his tires. By all the rules of motoring experience the cause of that leak should have meant a stop and a wait for the mending of a puncture, but the EPOK inner tube brought him home.

There are many good inner tubes on the market. One make may feature an extra weight of rubber, another may have extra quality stock, or the rubber may be built up layer by layer (laminated) ensuring protection from pin holes, air seepage or porosity. Others feature vulcanized valve patch. The EPOK is all these things and gives the further protection of the fabric lining. This being inside the tube, away from all wear and friction of the casing, hundreds of miles are added to the life of the inner tube. Another big factor in the growth of the Company is the Seiberling Cord Tire now attaining rapid distribution through the efforts of eleven travellers covering Ontario and Quebec. The Seiberling is the tire sensation of the year in the States, and the Premier people are fortunate in becoming Ontario and Quebec representatives.

The Company also handles a live line of accessories including the Kil-nock Adjuster, which eliminates loose bearings if they occur in Ford and Chevrolet engines; also Go-ite Gas Guage for small cars, Condor Lamp Bulbs, Violet Ray Lens and Lodge Spark Plugs, the latter of which by the way, are Rolls-Royce equipment.

SITUATION WANTED

HARDWAREMAN with 23 years experience in wholesale Tools and Cutlery, stockkeeper and salesman for British wholesale house seeks position. Marrier. Best of references. Opening, rather than high wages, chief consideration. E. S. B., care of Hardware & Accessories, 123 Bay St., Toronto.



"Economy" Washers
ARE GOOD
and The Prices are Right

That's why you can make money selling
CONNOR WASHING MACHINES

The ECONOMY electric washer is a moderately priced washing machine that will suit people who desire a GOOD electric washer at a moderate price.

The tub is constructed of Cypress lumber—the best wood for washing machine construction. Other prominent points are: Tub of stave-leg design, mounted on four, full swivel castors; stationery wringer, 11-in. rolls of best quality; safety release; reversable water board; simple in design. Supplied with either dolly or run board.

We also make other types of washer—electric belt driven, water power and hand operated. Also clothes wringers, woodenware, etc.
Full information and prices gladly given.

J. H. CONNOR & SON LIMITED

Manufacturers of:—**Electric, Belt Driven, Water Power and Hand operated Washing Machines, Clothes Wringers, Woodenware, etc.**

OTTAWA - - - CANADA

ESTABLISHED 1875

310 Chambers St. Winnipeg, Man. **McPherson Teetzel Co., Vancouver, B.C.**

"YANKEE"
QUICK RETURN
In 3 Sizes

With spring in the handle to drive bit quickly.

Holds it extended for overhead work.



No. 130 — For all general work. Very popular.

No. 131 — Heavy pattern for general house carpentry and heavy screw driving. Becoming very popular.

No. 135 — Small size, for smaller screws, electric work, and wherever a large number of small screws are frequently driven. **Your Jobber will supply you.**

NORTH BROS. MFG.
Philadelphia, Pa.

HARDWARE MARKET SITUATION

Conditions in the hardware field are slightly improved over a month ago. Market quotations are somewhat firmer—that is to say, a larger number of articles have reached the bottom and are on the increase—one indication of more stable business. On the other hand, jobbers and retailers complain of increasing overhead and a proportionate decrease in the number and size of orders.

Seasonable goods are passing out fairly freely, and shipments and deliveries have greatly improved. With the running into the warm weather there is a tendency to hold off some business by customers; but manufacturers are already announcing next season's prices on winter lines.

In metals there is a tendency toward firmer quotations, due principally to coal strike conditions. Brass and copper have been increased in price; so has lead. But iron and steel are unchanged; and sheets and plates have been altered in price to more nearly par off with English and U.S. importations.

In paints, linseed oil and turpentine have been greatly increased in price. There is, too, an apparent increase in the use of paints this year over the past two or three years. This condition prevails also in the building trades, building materials and builders' hardware being in great demand. There is a shortage, locally, of brick, and a number of hardware items and tools used by builders have advanced in price.

The new tariff was a matter of much interest during the month. On the whole retailers are satisfied that no tax in the shape of a luxury tax was introduced. Those spoken to, while not liking a sales tax, prefer it to some other impost that might prove detrimental to business.

Below are some of the more important price changes of the month. While a majority show a downward tendency, some few basic prices have turned the corner to firmer and increased figures:

Price Changes of Past Month

Asbestos Paper—Reduced from $8 to $7.70 per roll.

Chisels (Broads' socket firmer with leather tip handles)—Lower. Now at list less 40 per cent. for plain; usual extras for bevelled.

Scissors and Shears (Acme Shear Co. line)—Revised quotations showing reduced prices.

Boilers and Radiators — Reduced. An extra 7½ per cent. discount being allowed on radiators and an extra 10 per cent. on boilers.

Hammers (Maydole)—Lower. These are now at per dozen for No. 1, $18.25; No. 1½, $16.80; No. 11, $18.25; No. 11½, $16.80; No. 12, $15.75; No. 13, $14; No. 23, $12.75.

Staples (Bed and Blind)—Slightly reduced. Bed staples (ten-pound boxes), ⅝ inch, 20 cents a pound; ¾ inch, 18 cents; ⅞ inch and 1 inch, 16½ cents.

Blind staples (ten-pound boxes)—½ inch, 23 cents a pound; ⅝ inch, 22½ cents; ¾ inch, 22 cents.

Cut Laces—Now $1.80 per pound.

Traps (Game)—Reduced prices. Victor, with chain, are now at $1.90 a dozen for No. 0; $2.20 for No. 1; $3.45 for No. 1½; $4.70 for No. 2; $7.95 for No. 3; $9.65 for No. 4; $3.55 for No. 91; and $5.10 for No. 91½.

Oneida Jump prices are—No. 0, $2.55; No. 1, $2.90; No. 1½, $4.15; No. 2, $6.35; No. 3, $8.60 per dozen.

Hawley & Norton traps are—No. 0, $3.60; No. 1, $4.25; No. 1½, $6.50; No. 2, $9.00; No. 3, $12.10; No. 4, $14.25 per dozen.

Newhouse traps—No. 0, $5.75; No. 1, $6.35; No. 1½ $9.55; No. 2, $14.30; No. 3, $19.05; No. 4, $22.25; No. 91, $7.95. Newhouse bear traps are at $175.20 for No. 5 and $121.80 for No. 51.

Clamps for bear traps are at $7.95 a dozen; and Grant game traps are at $2.90 a dozen.

Victor Mouse and Rat Traps—Slight reduction. The mouse traps are at $2.85 a gross, and the rate traps at $1.15.

Sleigh Bells—Reduced. Quotations on next season's prices show lower figures by about 20 per cent. below last season.

English Galvanized Netting—Lower. The new prices per roll on half inch mesh and 22 gauge are: 12 inch, $5; 18 inch, $7.25; 24 inch, $9.50; 30 inch, $11.65; 36 inch, $13.85.

Sad Irons—Lower prices are now asked on Mrs. Potts' nickelplated No. 50 line, which are now $1.70 per set.

Food Choppers (Universal)—Lower. No. 0 now $16 a dozen; No. 1, $18.75; No. 2, $22.75; No. 3, $30.75.

Brass Steam Cocks—Revised downward. ¼ to 2 inch sizes, less 50 per cent.; 2½ to 3 inch, less 43 per cent.

Rakes (Wire Lawn, Welland Vale line)—New season prices: 20-tooth, $4.60 per dozen; 24-tooth, $5.30.

Coleman Lamps and Lanterns—Reduced 8 per cent. on lamps and 12 per cent. on lanterns.

Gasoline—Advanced a cent and a half a gallon to 34 cents.

Coal Oil—Declined a cent a gallon.

Awning Cord—Slightly advanced. White prices are, for 3½, $2.30 a pound; 4, $3.10; and 4½, $4.15. Drab prices are: 4, $3.60, and 4½, $5.15.

Jack Screws—New prices, 1¾ x 10 are $3.75 each; 2 x 12, $5; 2 x 16, $6.

Wrenches (Trimo)—Reduced. Size 8 inch, $12.85 a dozen; 10 inch, $14; 14 inch, $20; 18 inch, $29.40; 24 inch, $42.

Snow Shovel Prices for Next Winter

Snow shovel prices for next season have been issued during the month. These show approximately the same quotations as prevailed last winter. These are the new prices: Prince, $9 a dozen; Prince, D handle, $11; King, $12; Queen, $10; Moose, $15. All these are at a discount of 37½ per cent.

Market Notes

The Dominion Cartridge Co. contemplate discontinuing, after this season, the making of Regal and Sovereign brands of shot shells.

APPOINT NEW TRAVELLER

Meakins & Sons, Ltd., Hamilton, announce that Percy Clarkson, who one time travelled for them in Western Ontario, will represent them in Northern Ontario, succeeding Mr. Sudgen, who has resigned owing to ill health.

ESTABLISHES SERVICE STATION

The International Business Machines Co., Limited, Toronto, manufacurers of Dayton Scales, Dayton Meat Slicers, Dayton Cheese Cutters, International Time Recorders, International Automatic Recording Doorlocks, Electric Clock and Bell-ringing Programme Systems, Electric Tabulators and Sorters, etc., have opened a Sales and Service store at 32 King Street West, Toronto, where a full line of International products will be attractively displayed. The new store, which is centrally located in Toronto's downtown section, is one of the handsomest in the Dominion, and will enable out of town visitors to inspect the various International lines without going away uptown. Demonstrators will be in attendance to explain the operation of any of the company's products, and interesting window displays will be a regular feature. The company extends an invitation to all readers to visit the store when in Toronto.

BILLS BY REGISTERED MAIL

A furniture dealer who sells on the partial payment plan sends out his bills to delinquents by registered mail. His experience shows that a registered letter will bring results where in many cases the same letter sent by ordinary first-class mail would meet with no response.

DRAWING RURAL TRADE

A novel plan for the purpose of widening the trade territory of the city has been inaugurated by the chamber of commerce of Titusville, Pennsylvania. As the result of arrangements made with the traction company, four of its cars coming into the city during the forenoon of each day, except Sunday, and four cars leaving the city during the afternoon, are run on schedule and free to all people who live outside the city.

The merchants in advertising this service impress upon the people that there are no strings attached to it, and that to ride on these cars does not obligate them in any way. They are not compelled to make purchases in the city, and they may use the service for any purpose they may desire. The figures of the traction company show that this plan increased the total number of passengers carried into Titusville by 490 the first week, 537 the second week and in a steadily increasing number until a high point of 840 additional passengers was touched in the seventh week of the operation of the plan. The schedule for the incoming cars is so arranged that it brings the out-of-town shoppers into the stores at the hours when business is normally quiet.

HERCULES SASH CORD

Made in Canada and used with complete satisfaction throughout the Dominion for over twenty-five years. - - -

"The Kiddies Will Push Them"

If you will stock them.

The latest thing in Children's Vehicles.



Our newest Ball Bearing "DISCO" wheel coaster. Body and wheels painted Bright Canary Yellow, trimmed in Black. Made in three sizes. Rubber Tires only. Ask for our advertising matter.

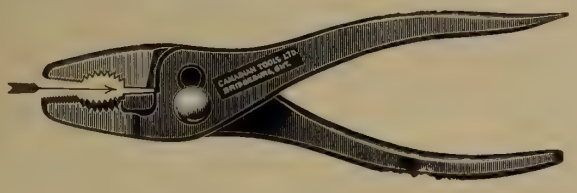
Order early to be sure of your supply.

The Gendron Mfg. Co., Limited Toronto

"CANADIAN" TOOL TALK

The SHUR-KUT CANADIAN PLIER

6-in. Combination Thin Nose



¶ Two main features make this a popular plier — the patented wire cutter that easily cuts anything from a pin to a good sized nail and the thin nose design which makes it a handy and efficient tool for the automobile.

¶ Its appearance is very attractive and is very well made, being drop forged from specially selected carbon steel. The screw driver point is milled on and fully tempered—an unusual feature in plier manufacture.

¶ Finished in Nickel Plate or Black.

No. 20—Black 6" Combination Thin Nose Plier.
No. 21—Nickel 6" Combination Thin Nose Plier.

Packed 6 in a carton; ten dozen in a case.

¶ Our line includes pliers, wrenches, saw vises and sets, hammers, block planes, brake shoes, etc.

¶ We will gladly send catalogue giving full information about and illustrating our goods.

Write us direct if your jobber cannot supply you.

Canadian Tools, Limited

Bridgeburg - Ontario

The Best Corner in Your Store

That was what we called the Shaving Corner in our last advertisement. The claim is big but not extravagant.

If you divide the floor space by profits returned, the answer per inch bears us out.

And we called the Gillette Safety Razor; "The Best Thing in the Corner." We spoke of the permanent nature of the business—the return of your customer from time to time for blades, brushes, soaps, powders etc.

Add to this the value of the clientele. Men who want the best razor and are willing to pay $5 or more for it are in a position to buy anything else in your store.

For other classes of trade you have the Brownie Gillette —the razor that for twenty years served men faithfully and well— made daily shaving the custom of the world and was the father of the Shaving Corner.



Gillette
KNOWN THE WORLD OVER

Gillette Safety Razor Co.
of Canada
Limited
Montreal Canada

Gillette
Safety Razor

The quotations below are approximately correct for large lots in Toronto on the date mentioned.

CURRENT PRICES

TORONTO, JUNE 8, 1922

They may not be the same in any other jobbing centre owing to freight and other conditions.

METALS and SHEETS

Aluminum—Ingots, per pound, 20c.

Antimony—Per pound, 7c.

Brass—Sheet, base, 22c; rods, base ½ to 1 in., round, 19c; tubing, seam less, base, 25c. F. o b. Toronto.

Copper—Casting ingot, base, 17c; rods, ½ to 2 in., 28c; soft sheets, plain, 16 oz. and heavier, lb., 28c; plain tinned, 16 oz. and heavier, lb., 35c; polished and tinned, 16 oz. and heavier, lb., 40c; tubing, lb., 29c.

Above prices are full sheets and bars. Cut sheets and bars are 5c per lb. higher.

Coppers, Soldering—Base, 4 to 8 lbs., 35 cents per lb.; 3-lb., 38c; 2½-lb., 39c; 2-lb., 41c; 1½-lb., 44c; 1-lb., 48c per lb. F.o.b. Toronto, Hamilton.

Iron, Tinned—Lion and Crown Brand, Toronto in 22, 24 and 26 gauge. 36 x 96, 16c per lb.; 48 x 96, 17.50c per lb. Less than case, 50c per 100 lbs. extra.

Lead (pig)—$7.00 per hundred lbs.; sheets, 4 to 6 pounds per sq. foot, in rolls, 9c per lb. Cut sheets to size, 1c extra.

Iron—Bar, base, $2.75 per cwt.; angle iron, $2.85; horseshoe iron, $3.60; Norway, $12.50; toe caulk, $4.00.

Steel—Mild bars, $2.75; bands, $3.25; tire, $3.00; spring, $6.00; sleigh shoe, $2.85; hoop, $3.75; crucible cast sheet, $30; cast tool, $18 to $31, according to grade.

Sheets, Blue Annealed—10 gauge, $4 per 100 square feet; 12 gauge, $4.05; 14 gauge, $4.10; 16 gauge, $4.20.

Sheets, Black—18 to 20 gauge, $4.30 per 100 square feet; 22 to 24 gauge, $4.35; 26 gauge, $4.40; 28 gauge, $4.50.

A change of 25 cents per cwt. is made for less than case lots; and an extra 10 cents per cwt. is charged on sheets 26 inches wide.

Sheets, Corrugated—No. 28 gauge, $6.50 per 100 sq. ft.; 26 gauge, $7; 24 gauge, $9; 22 gauge, $11; 20 gauge, $12.50; 18 gauge, $16; lighter than 24 gauge and wider than 27 inches, 75 cents a square extra. Discount 10 per cent.

Sheets, Galvanized—	Queen's Head	Fleur-de-lis
28 gauge, per 100 lbs..	$7.50	$7.00
26 gauge, per 100 lbs...	7.25	6.75
24 gauge, per 100 lbs...	6.85	6.35
22 gauge, per 100 lbs...	6.40	5.90
18-20 gauge, 100 lbs...	6.25	5.75
	Premier	Apollo
10¾ oz., per 100 lbs.....	$6.10	$6.60
28 gauge, per 100 lbs...	5.70	6.20
26 gauge, per 100 lbs...	5.40	5.90
24-22 gauge, 100 lbs.....	5.25	5.75
20-18 gauge, 100 lbs.....	5.10	5.60
16 gauge, per 100 lbs.....	4.95	5.45
14-12 gauge, 100 lbs.....	4.80	5.30

Plates (Canada)—Dull, 60 sheets, $5.30; ordinary, 52 sheets, $5.25.

Plates (Coke Tin)—IC. 20x28, 112 sheets, $12.50; IX, 20x28, 112 sheets, $16.00; IX, 20x28, 56 sheets, $8.50.

Plates (Charcoal Tin)—IX, 20x28, 56 sheets, $10; IXX, 20x28. 56 sheets, $12.

Plates, Terne—IC, 14x20, 112 sheets, $11.50.

Spelter—Per pound. 7¼c.

Tin—Ingots (100 lbs.), per lb. 35½c.

Zinc—Sheets, per lb., 10c.

Scrap—Iron, $11.50; iron pipe, $6; heavy copper, $10.50; light copper, $8; light brass, $3; heavy brass, $5.50; heavy lead, $2; tea lead, $2; zinc, $4.

PLUMBERS AND TINNERS' SUPPLIES

Boilers (Range)—30-gal., $17.50, standard disc. 50 per cent.; extra heavy, disc. 40 per cent.

Compression and Fuller Work—Compression work (standard), discount, 45%. Fuller work (standard), 30%. Bath cocks, compression, 38%; fuller, 25%. Flat way stop and waste cocks (standard), 54%. Brass steam cocks (standard), 50%; J. M. T., net list.

Fittings (Malleable)—Class A, black, 54 cents; galvanized, 67 cents. Class B, black, 20 cents; galvanized, 28 cents. Class C, black, 13 cents; galvanized, 20 cents.

Fittings—(Cast iron) fittings, 30%; malleable bushings, 32%; cast bushings, 32%; unions, 47%; flanged unions, 30%; plugs, cast iron, solid, countersunk, all at 30%; couplings, 4 in. and under, 30%; do., 2½ in. and larger, 10%.

Nipples, Wrought—Close and short, 4 in. and under, 60%; 4½ and larger, 50%; long, 4 in. and under, 65%; 4½ in. and larger, 55%; running thread, 4 in. and under 40%.

Oakum—Special No. 1, $15; plumbers', $6.30 per cwt.

Packing — Fine jute, 17c a pound; coarse jute, 18c; hemp, 36c; square braided hemp, 38c; No. 1 Italian, 44c; No. 2 Italian, 36c.

Pipe (Wrought)—Price List No. 54, Dec. 22, 1921.

Standard Buttweld Pipe S-C per 100

Size.	Blk. Steel	Galv. Steel	Blk. Gen.Wrot.Iron	Galv. Gen.Wrot.Iron
⅛ in.	$ 6.00	$ 8.00	$ ...	$ ...
¼ in.	3.84	5.94	7.20	9.30
⅜ in.	3.84	5.94	7.20	9.30
½ in.	4.85	6.46	7.31	8.93
¾ in.	5.87	7.71	8.86	10.70
1 in.	8.16	11.05	12.58	15.30
1¼ in.	11.04	14.95	17.02	20.70
1½ in.	13.20	17.88	20.35	24.75
2 in.	17.76	24.05	27.38	33.30
2½ in.	28.08	38.03	....	....
3 in.	36.72	49.73	....	....
3½ in.	47.84	63.48	....	....
4 in.	56.68	75.21	....	....

Standard Lapweld Pipe S-C, per 100

Size.	Blk. Steel	Galv. Steel	Blk. Gen.Wrot.Iron	Galv. Gen.Wrot.Iron
2 in.	21.46	27.38	31.08	37.00
2½ in.	31.50	40.05	46.80	56.16
3 in.	41.31	53.55	61.20	73.44
3½ in.	48.76	65.32	72.68	89.24
4 in.	57.77	77.39	86.11	105.76
4½ in.	66.04	86.36	1.04	1.24
5 in.	76.96	100.64	1.21	1.45
6 in.	1.00	1.31	1.57	1.88
7 in.	1.33	1.76	2.02	2.45
8L in.	1.40	1.85	2.13	2.58
8 in.	1.61	2.13	2.45	2.97
9 in.	1.97	2.59	2.97	3.59
10L in.	1.32	2.40	2.75	3.33
10 in.	2.35	3.09	3.54	4.28

Pipe (conductor), plain, round or corrugated, in 10-ft. lengths—2 in., $18.40 per 100 ft.; 3 in., $22.30; 4 in., $29.60; 5 in.. $40; 6 in., $49. Less 70 and 10 per cent.

Elbows—(For conductor pipe) 2 inch, $5.25; 3 inch, $6; 4 inch, $10.50; 5 inch, $24; 6 inch, $29. Less 60 per cent.

Pipe (Lead)—12c a pound. Waste pipe, 13c; over 8 inch, 14c. Less 10%.

Pipe (soil)—Med. and extra heavy—2 in., 3 in., 5 in. and 6 in., 40%; 4 in., 40-5%; 8 in., net.

Pipe (Soil) Fittings—2, 3, 4, 5, 6 in., 50 and 5%, 8in., net.

Pipe (stove)—Net list.

Registers—Warm air, japanned and common oxidized, 20% from standard list. No. 3, $10.75.

Solder—Wire, 30c a pound; strictly, 22½c; commercial 21c; guaranteed, 24c; wiping, 21c.

Tinners' Trimmings—Plain 50 and 10, retinned, 50%.

Traps and Bends—Discount, 17½%.

Trough (Eave)—O. G. Square bead and half round: Per 100 ft.: 8 in., $15.90; 10 in., $17.70; 12 in., $21.20; 15 in., $28.80; 18 in., $36.50. Less 70%.

Valves — Globe, angle and check (standard), 15%; J.M.T., 20 and 10%; J.M.T. "C," 25 and 10%; J.M.T. gate valves, 25 and 10 %; Jenkins' gate or straightway, 25 and 10%; Jenkins' Globe, 19 and 10%; radiator valves (standard and removable disc), 58%; Emco check valves (standard), 25%; Emco J.D. rad. valves (screwed), 33%; Emco swing check valves, ⅜ and ½ in. sizes, 40%; other sizes, 33%; Webber gate valves, 33%; Emco gate valves (standard), 25%; Emco globe valves (standard), 25%.

Valves, Foot—1¼ in., blk. 70c, galv. $1; 1½ in., blk. 85c, galv. $1.30; 2 in., blk. $1.20, galv. $2.10.

Washers, Wrought — Round, plain. Sizes given are size of hole. In boxes of 50 lbs. list prices per 100 lbs.—¼ in., $28; 5/16 in., $34.40; ⅜ in., $22.80; 7/16 in., $21; ½ in., $19.60; 9/16 in., $18.80; ⅝ in., $18.60; 11/14 in., $18.40; ¾ in., $18.20; 13/16 in., $18; 1 1/16 in., 1⅛ in., 1¼ in., 1 5/16 in., $18.90; 1⅜ in., 1½ in., 1⅝ in., $18.40; 1¾ in., 1⅞

in., 2 in., 2⅛ in., $19. Discount, 60% f.o.b. Montreal, Hamilton, Toronto, London and Halifax.

Car lots allowance to following points: Windsor, Walkerville, St. John, Moncton, Amherst, New Glasgow, Freight allowance: Fort William and West, 10c per 100 lbs.

Net extras, 26 to 40 lbs. of a size, $1; 25 lbs. of a size or less, $2 per 100 lbs. Package allowances—if taken in kegs about 175 lbs. each, allowance 10c per 100 lbs.; if taken in bags about 100 lbs., allowance 15c per 100 lbs.

HARDWARE

Adzes (Carpenters')—No. 1, per doz., $21; lipped, $30.

Ammunition (American)—Winchester and Savage advance on American list, for rim fire ball cartridges, 2½%; centre fire blank and shot cartridges, 10%. Remington Union Metallic list plus 2½%.

Ammunition (Dominion) — Discount 55%.

Shot, standard, 100 lbs., Toronto, $14.25; Montreal, $13.50; net extras, as follows, subject to cash discounts only: Chilled, $1.50; buck and seal, 80c; No. 28 ball, $1.20 per 100 lbs.; bags less than 25 lbs., ½c per lb.; f.o.b. Montreal, Toronto, Hamilton, London, St. John and Halifax freight equalized.

Animal Ties—Cow ties, list plus 25 per cent.; trace chains, list plus 25 per cent.; dog chains, list plus 20 per cent.; halter chains, net; tie-out chains, net; stall fixtures, Dominion, $2.80 per doz.; heavy, $2.

Augers (post hole)—Rodgers make, 8 inch, $29.40; 9 inch, $30 a dozen.

Axes—Boys', doz., $10.50; Hunters', doz., $9.50 single bits, doz., $15.00; double bits, doz., $17.

Bench Axes—Per doz., No. 1, $35; No. 2, $40; No. 3, $45; No. 4, $49; No. 5, $54; No. 6, $60; No. 7, $66. Discount, 60 per cent.

On weights heavier than base add to list as follows: Group 2, 50c; group 3, $1; group 4, $1.50; group 5, $2; group 6, $2.50; group 7, $3.50.

Bale Ties—Single Loop—No. 12, $4.50; No. 13, $4.60; No. 14, $4.70; No. 15, $5; No. 16, $5.20. Cross head—No. 12, $5.10; No. 13, $5.20; No. 14. $5.50; No. 15, $5.95; No. 16, $6.40.

Baskets (Willow)—Delivery (handled), per doz., $7.50 to $11; splint, clothes or meat, per doz., $2 to $2.85; oblong clothes, per doz., $10.50 to $14.75.

Baskets (Wire)—Vegetable — Half bushel, each, 90c; 1 bushel, each, $1.30; 1½ bushel, each, $1.80.

Belting (Leather)—Discounts apply to revised list of Nov. 4th, 1920. Extra quality, 30 per cent. Standard quality, 30/10 per cent. Side lace leather, lb., $1.60; cut lace leather, lb., $1.80.

Belting (Canvas)—65 per cent. off

Bits, Auger—(Standard list prices per dozen): 3-16, $6; 4-16, $5; 5-16, $5; 6-16, $5; 7-16, $5; 8-16, $5; 9-16, $6; 10-16, $6; 11-16, $7; 12-16, $7; 13-16, $8.25; 14-16, $8.25; 15-16, $9.50; 16-16, $9.50; 17-16, $12; 18-16, $12; 19-16, $14; 20-16, $14; 21-16, $16; 22-16, $16; 23-16, $18; 24-16, $18; 25-16, $21; 26-16, $21; 27-16, $24; 28-16, $24; 29-16, $27; 30-16, $27; 31-16, $30; 32-16, $30.

Discounts from Standard list prices: Ford auger bits, add 15%; Ford car bits, add 7½%; Beaver, 35%; Gilmour auger bits, 25% ; Gilmour special 40/5; Gilmour car bits, 12½/5; Irwin auger bits, net; Irwin car bits, net:

Boards (Bake)—	⅜ Rim.	¾ Rim
No. 0—16 x 22, doz.	$ 7.50	$11.00
No. 1—18 x 24, doz.	9.00	11.50
No. 2—18 x 29, doz.	11.00	13.00
No. 3—20 x 30, doz.	13.00	17.00

Boards (Ironing)—No. 1, Daisy, $35 per doz.; No. 10, Daisy, $40 per doz.; No. 33, $21 per doz.; No. 35, $38 per doz.; No. 36, $43 per doz.; Perfection, $40 per doz.

Boards (Wash)—Baby Globe, $2.45 per doz.; Beaver (brass), $8 per doz.; Competition Globe (metal), $5.90 per doz.; Diamond King (glass), $7.50 per doz.; Enamel Queen, $9 per doz.; Glass Globe, $7.50 per doz.; Improved Globe, $5.25 per doz.; Jubilee, $5.80 per doz.; Neptune, $5.25 per doz.; Newmarket King, $5.80 per doz.; Pony, $2.45 per doz.; Royal Globe (zinc), $5.25 per doz.; Original Globe, solid back, $5.95 per doz.; Standard Globe, $5.25 per doz.; Supreme (zinc), $6.50 per doz.; Western King (Enamel), $9 per doz. Canuck (glass), $7.50.

Bolts and Nuts—Discounts herewith apply to standard list. Carriage bolts ($1 list), ⅜ in. diameter and smaller, 6 in. and shorter, 47½%. Carriage bolts ($1 list), ⅜ in. and longer lengths, 40%. Carriage bolts ($1 list), 7/16 in. and larger, 40%. Machine bolts, ⅜ in. and smaller. 4 in. and shorter, 55%. Machine bolts, ⅜ in. and smaller, longer lengths, 42½%. Machine bolts, 7/16 in. and larger, 42½%. Sleigh shoe bolts, all sizes, 30%. Coach and lag screws, 55%. Bolt ends, 42½%. Square head blank bolts, 42½%. Plow bolts, 1, 2, 3 head, 35%. Elevator bolts, corrugated heads, 60%. Fancy head bolts, 30%. Shaft bolts ($3 list), 30%. Step bolts, large head ($3 list), 30%. Whiffletree bolts, 30%. Tire bolts, 52½%. Stove bolts, 72½%.

Nuts, 2 in., and smaller, square. Blank, off net list, $1.25. Nuts, 2 in. and smaller, square, tapped, off net list 25c. Nuts, 2 in. and smaller, hexagon. Blank, off list, 75c. Tapped, off list, 75c.

Terms—Cash in 30 days from date of shipment, less 2 per cent.

Borax—Lump crystal borax, 10c lb.

Brooms—No. 5, 4 strings, $6.65 per doz.; No. 5, standard, $7.50 per doz.; Little Beauty, $9.40 per doz.; Royal Blue, $13.90 per doz.

Butts — (Wrought Steel)—No. 840, less 17½%; No. 800, net; No. 838, less 10%; No. 808, add 10%; No. 804, less 17½%; No. 802, net; No. 810, add 25%; No. 814, add 25%.

Cans (Milk)—At list plus 15%.

Cement (Portland)—In carload lots, per bbl., $3.70. Less than car lots: Per bbl., f.o.b. yard, $4.30 per bbl., delivered, $4.50. Single bags, $1.15 each, 4 bags to barrel. Extra charge of $1.50 per load on less than 24-bag lots. Rebate, 20 cents for empty sacks.

Chisels (Broads')—List less 40 p.c. for plain.

Choppers (Food)—Universal—No. 0, $16. a dozen; No. 1, $18.75, No. 2, $22.75; No. 3, $30.75.

Choppers (Meat)—Enterprise—No. 5, $27 a doz.; No. 10, $43; No. 12, $37.20.

Home—No. 55, $16.10 a dozen; No. 65, $21.18; No. 75, $28.18. F.o.b. St. Mary's.

Gem—No. 20¾, $21.60 a doz.; No. 22, $25.80; No. 24, $34.20.

Churns (Barrel)—No. 0, each, hand, $9.75; No. 1, hand, $10.05; power, $13.05; No. 2, hand, $10.65; power, $13.65; No. 3, hand, $11.40; power, $14.40; No. 4, hand, $13.80; power, $16.80. No. 5, hand, $14.55; power, $18.10. Net list f.o.b. Montreal, Ottawa, Kingston, Toronto, Hamilton, Fergus, London, St. Mary's.

Clippers (Horse)—Newmarket, $3.00 per pair. No. 1 B.B. Stewart Horse Clipper, $14 list, less 25 per cent.

Clocks (Alarm)—Big Ben and Baby Ben, each, $3.43; Good Morning, each, $1.40; Lookout. $1.90; Sleepmeter $2.10.

Clothes Bars—No. 2, $19 per doz.; No. 3, $14.40 per doz.; No. 4, $11 per doz.; No. 5, $16 per doz.; No. 6, $13 per doz.

Clothes Horses (folding) 6 feet, per doz., $13.50 5 feet, $11; 4 feet, $9.

Extension—6 feet, $27; 5 feet, $22; 4 feet, $18.

Clothes Lines (Galvanized)—No. 18, 100 ft. lengths, $5.65 per 1,000 feet; 50 ft. lengths, $6.25; No. 19, 100 ft. lengths, $4.75; 50 ft. lengths, $5.56.

Clothes Line Reels—No. 3, $17.50 per dozen; No. 3½, $19.75; No. 4, $32.50.

Cobbler Sets—Common, per set, $1.00.

Coil Chain—	Proof	B B B
3/16 inch, electric weld.	$15.40	$18.80
¼ inch, electric weld...	14.60	17.20
5/16 inch, electric weld.	12.15	15.20
⅜ inch, electric weld...	10.40	13.25
⅜ inch, fire weld.....	13.20	15.40
7/16 inch, fire weld....	11.30	13.30
½ inch, fire weld.....	10.20	12.40
⅝ inch, fire weld.....	10.70	12.90

Combs, Curry—No. 101, $1.40 per dozen; No. 111, $1.60; No. 121, $1.70; No. 127, $2.30.

Combs, Cattle—No. 98, $2 per dozen; No. 100, $2.85.

Cord (Sash)—Hercules No. 6, 53c a pound; No. 7, 52c; Nos. 8, 9, 10, 12, 51c.

Cord (Awning)—White, 3½, $2.30; 4, $3.10; 4½, $4.15 per pound. Drab, 4, $3.60; 4½, $5.15 per pound.

Crowbars—$8.00 per 100 lbs.

Dampers—Cast, Champion, 5 in., $1.42 a dozen; 6 in., $1.57; 7 in., $2.10.

Doors, Screen—Kasement, No. 2, oak stain, varnished, including hardware sets: 2 ft. 6 in., $39.60 per dozen; 2 ft. 8 in., $40.20; 2 ft. 10 in., $40.80; 2 ft. 7 in., $41.40.

Drills—Standard lists. Blacksmiths', ½ in x 2½ in. shank, each, ⅛, 45c; 5/32, 45c; 3/16, 50c; 7/32, 55c; ¼, 60c; 9/32, 65c; 5/16, 70c; 11/32, 75c; ⅜, 80c; 13/32, 85c; 19/32, $1.20; ⅝, $1.30; 21/32, $1.40; 11/16, $1.50; 23/32, $1.60; ¾, $1.70; 25/32, $1.80; 13/16, $1.90; 27/32, $2; ⅞, $2.10; 29/32, $2.20; 15/16, $2.30; 31/32, $2.40, 1, $2.50. Intermediate sizes take next larger size.

Bit Stock—List per doz., less 60%: 3/32, $2.70; ⅛, $3; 5/32, $3.50; 3/16, $4; 7/32, $4.50; ¼, $5; 9/32, $6; 5/16, $7; ⅜, $8.50; 7/16, $10.50; ½, $13; 9/16, $15.50; ⅝, $18; 11/16, $21; ¾, $24; ⅞, $30. Blacksmiths', ½ in. shank, straight shank, wire, taper shank, round shank, jobers, 60%; ratchet, 10%.

Egg Crates—Humpty Dumpty, $6 a dozen; H. & D., $5.80.

Files and Rasps—These discounts apply to list of Nov. 1, 1899: Great Western, Amer., 50%; Kerney Foot Arcade, 60/5%; J. Barton Smith, Eagle, 55%; P. H. and Imperial, 60/5%; Globe, 60/5%; Nicholson, 40%; Black Diamond, 40%; Delta Files, 20%; Firth Files, 50%.

Grindstones—Under 40 lbs. weight—Smaller than 2 in. face, $4.75 per hundred pounds; two in. and over, $4.

40 to 80 lbs. weight—Under 2 in. face, $4.25 per hundred pounds; 2 ins. and over, $3.75; Bi-Treadle, each, $9.75; Cycle BB, $8.75.

Grindstone Fixtures—No. 22, $8.67 per dozen; No. 23, $9.37; No. 2½, $10; No. 3, $11.50.

Halters, Rope—Sisal, 7-16 in., $21 per gross; 9-16, $33. Jute, 7-16 in., $19; 9-16 in., $28.50.

Hame Fasteners—(Dodson), $4.60 per dozen.

Hammers, Nail—No. 21, $10.50 per dozen; No. 1, $13.50; Nos. 1½, 61½, $13.00.

Hammers, Sledge—(Canadian), 2-2½ lbs., $20 per cwt.; 3-4½ lbs., $18; 5 lbs. and over, $12.50.

Blacksmith Sledge—Under 5 lbs., $18.75; 5 lbs. and over, $13 per cwt.

Masons—2-3½ lbs., $25 per cwt.; 3-4½ lbs., $23; 5 lbs. and over, $18.

Hammers, Striking—No. 38, No. 46, 5 lbs. and over, $12.50 per cwt. Double-face striking—Under 5 lbs., $18.75; 5 lbs. and over, $13 per cwt.

Hammers, Machinist—No. 30, 1 lb., $8 per dozen; No. 30, 1¼ lb., $8.75.

Hammers (Maydole)—No. 1, $18.25 per dozen; No. 1½, $16.80; No. 11, $18.25; No. 11½, $16.80; No. 12, $15.75; No. 13, $14; No. 23, $12.75.

Handles (Wood)—All hickory handles, list plus 10%; all oak, ash and maple handles, net list; hay fork, hoe rake, shovel and manure fork, net list; Whiffletrees, double-trees and neck-yokes, list plus 20%; wood rakes, list plus 10%; horse pokes, list plus 10%. Terms, all goods f.o.b. factories, 2% 10 days, net 30 days. O-Cedar Mop Handles, less 30%.

Hangers, Barn and Parlor—Storm King No. 42, list less 20-10%; Safety No. 20, list less 20-10%; Reliable No. 1, list less 20-10%; Round Trolley No. 1917, list less 33 1/3 & 5%. Atlas No. 0, $13.35; No. 1, $13.80; No. 2, $15.85; Stearns, 4 in., $12.80; 5 in., $16.00. Perfect, No. 1, $10.50; Canada, $13.25; Hatch, $13.25; National, $12; America, $19; Great West, $30.

Hatchets, Shingling—No. 1, $9.75 per dozen; No. 2, $10.75.

Hatchets, Lath—Nos. 3 and 4, $10 per dozen; No. 4, $10.75.

Hatchets, Barrelling—Nos. 50 and 60, $14 per dozen.

Hatchets, Claw—No. 7, $11.00 per dozen; No. 8, $11.50.

Heaters, Electric — Glower Heater, $10; Heatray Heater, $12. Discount, 25%-33%, according to quantity.

Majestic, 1 burner, $11; 2 burner, $16. Discount, 27½%. Universal, $13.80. Discount, 20 and 5%.

Hoes—Grub, $6.75 per dozen.

Hinges (Blind)—Clark's No. 1, $2.22 per dozen sets.

Hinge, (Spring)—No. 200 and No. 20, $21.25 per gross; Ajax Floor No. 3111, $1.85 per set.

Reliance Door No. 270—Light, per doz., $3.15; medium, per doz., $4.20; heavy, per doz., $6.40.

Hinges—Heavy, in bulk. Doz. pairs: 4 in., strap, $1.65; tee, $1.40. 5 in., strap, $2.00; tee, 1.70. 6 in., strap, $2.70; tee, $1.95. 8 in., strap, $2.95, tee, $2.15. 10 in., strap, $5.20; tee, $3.60. 12 in., strap, $6.40; tee, $5.85. 14 in., strap, $7.50; tee, $6.85. Net prices.

Light—Net prices—3 in., strap, 90c; tee, 90c. 4 in., strap, $1.08; tee, $1. 5 in., strap, $1.26; tee, $1.17. 6 in., strap, $1.53; tee, $1.35.

Screw Hook and Strap Hinges—List prices, per dozen pairs—6 in., $4.30; 8 in., $4.80; 10 in., $6.40; 12 in., $7; 15 in., $7.50; 18 in., $11; 21 in., $12.40; 24 in., $16; 27 in., $17.20; 30 in., $18.50; 33 in., $21.50; 36 in., $24.50. Discount, 30%.

Hooks (Grass)—Canadian, No. 2, $3.00 per dozen; No. 3, $4; No. 4, $4.10; No. 5, $4.30; Little Giant, $6.50; Barden Pat., $6.50. English Fox—No. 2, $5.75 a dozen; No. 3, $6; No. 4, $6.50.

Horseshoes—

Patterns	Sizes	Price per keg No. 2 and larger	No. 1 and smaller
Light iron	0-7	$6.90	$7.15
Long heel light iron	3-7	6.90	....
Medium iron	1-8	6.90	7.15
Heavy iron	6-8	6.90	....
Snow	1-6	7.15	7.40
New light XL steel.	1-6	7.35	7.60
Featherweight XL steel	0-4	8.75 all siz.	
Special countersunk.	0-4	9.25 all siz.	
Toe weight (front only)	1-4	9.70 all siz.	

Packing—Up to 3 sizes in one keg, 10c per 100 lbs. extra. More than 3 sizes, 25c per 100 lbs. extra. F.o.b. Montreal and Belleville.

Terms—Cash in thirty days, less 2% discount.

Hose, Lawn—Corrugated, per hundred feet: ½ in., $13.25; ⅝ in., $15.50; ¾ in., $18. Less 5% for full reel, 500 ft. $5.75 a dozen; No. 3, $6; No. 4, $6.50.

Hose Nozzles (Gem)—Per doz., $7.70.

Hose Couplings (Gem)—½ inch, ⅝ inch, ¾ inch, $1.60 per dozen.

Ice Tongs—14½ inch size, $16.80; 17 inch, $19.80; 24 inch, $27.60 a dozen.

Irons (Sad)—Mrs. Potts, polished, $1.31 per set; nickel plated, $1.70.

Handles for above japanned, $16.50 per gross.

Common, No. 1 ,4 and 5 lbs., $20.60 per cwt.; 6 lbs. and up, cwt., $15.

Irons, Electric—Model B, $6.50 list. Classic, $8 list. Discount, 25% to 33%, according to quantity.

Jacks (Screw)—1¾x10, $3.75; 2x12, $5; 2x16, $6. each.

Knives, Hay—Spear Point, $15 per dozen; Lightning, $14; Heath's, $14.

Ladders — Step Ladders—Standard, 44c a foot; Household, 33c; Shelf Lock, 4 to 8 ft. only, 28c; Faultless, 4 to 8 ft. only, 44c; Faultless, 10 to 16 ft., 48c.

Single and Fruit Picking—10 ft. to 16 ft., 26c per foot; 18 ft. to 22 ft., 27c.

Roped and Straight Extension Ladders—20 to 32 ft., 30c a foot; 36 to 40 ft., 33c; 44 ft., 36c; three section extension, 45c.

Fire ladders up to 32 feet are twice the price of ordinary extensions. Over 32 ft. are supplied with supporting legs at three times the price.

Lanterns—Short or long globe, plain, $12; japanned, $12.75; Dash, plain, $18.75; japanned, $19.25; search (round reflection), $15.75; Little Bobs, 2 10-4 20.

Lantern Globes—Cold blast, short or long, 1 doz. cases, $1.35 doz.; 3 doz. cases, $1.20 doz.; 6 doz. cases, $1.15 doz.; Cold Blast genuine ruby, $5.40 doz. F.o.b. factory.

Latches—Steel Thumb, No. 2, $2 per dozen; No. 3, $2.50; No. 4, $3.75; Barn Door, No. 5, $3.30; No. 9, $6.15.

Machines (Washing) — Dowswell, $12.75 each; Noiseless, $17.50; Hamilton, $14; Peerless, $14.50; Snowball, $19.50; New Century, style A, $19.75; style B, $21.75; electric, 125.00; Playtime, engine drive, $27; Ideal Power, $30; Seafoam, electric, style A, $105; engine drive, $50; Sunshine, $10.25; Popular, $14.50; Economic, $16; Puritan, $19.50; New Champion, $21.50; Home, $21.50; Vacuum, $28; Home Water, motor, $28; Whirlpool, water power, $31; Hydro, 1 Tub, engine drive, $57; electric, $116.50; Rotary water motor washer, $29; Connor ball-bearing, with rack, $22.75; Perfection, engine drive, $65; electric, $132; Beaver, $26; power, $27; Connor, vacuum, $27.50; Patriot, $21.50; Jubilee, $12.50; Canada First, $21.50. These prices are less 30%. Freight equalized with Montreal, Ottawa, Toronto, Hamilton, Kingston, London and St. Mary's, or shipments of quarter dozen and upwards.

Stands, Washtub—Dowswell, $44.10 per dozen.

Mattocks—Cutter, $10.00 per dozen; Pick, $10.00.

Mixed Bread—Canuck—No. 4, $33.95 dozen; No. 8, $44.90. Universal—No. 4, $40.00 a dozen; No. 8, $52.

Mops—Liquid Veneer, $16 per dozen; O-Cedar, less handle, $14; O'Cedar, with handle, $16; S. W. Mops, complete, $4.15; Mop Sticks, No. 8, $2; Cast Head Mop, $2; Crescent, No. 10, $2.30; Crank wringing, $7.35; Smarts', $4.

Mop Wringers—White, No. 1, $16.40 per dozen; white, No. 2, $16.80; white, No. 3, $24.

Mowers, Lawn—(List of Sept. 12, 1921)—Adanac, Woodyatt, Empress, Mayflower, Ontario Daisy, Star, all at 20% off list; Whippet, Thousand Island, Red Wing, Blue Bird are all net.

Nails—List adopted Sept. 10, 1920. Advance over base on common wire nails in kegs: 1 in., $1.50; 1⅛ in., $1.40; 1¼ in., $1.15; 1½ in., 80c; 1¾ in., 75c; 2 in., 60c; 2¼ in., 55c; 2½ in., 30c; 2¾ in., 30c; 3 in., 20c; 3¼ in., 15c; 3½ in., 10c; 4 in., 5c; 4½ in., 5c; 5 in., base; 5½ in., base; 6 in., base. 6½ to 12 in. 2 ga. and heavier, 25c over base.

Standard steel wire nails, f.o.b. London, Hamilton, Milton, Toronto, Owen Sound, Collingwood, Montreal, $3.65 base. Freight equalized on above points.

Windsor, Walkerville, Sandwich, f.o.b. factory prices, carload freight allowed, $3.65.

Sault Ste. Marie, Port Arthur, Fort William, $3.90 base, f.o.b. factory; no freight allowance.

Moulding, Flooring, Slating, Box, Fence, Barrel Nails, 25c per 100 lbs. over common nail prices. Finishing nails, 50c per 100 lbs. advance over common nail price.

Miscellaneous wire nails, 72½% off miscellaneous list, f.o.b. Toronto, Montreal, Hamilton and London.

Nails, cut—$4.35.

Roofing Nails—American, large head, keg, $10.50. Less quantities, $12.50.

Nails (Horse)—Capewell C Brand—No. 5, $6.75 per 25 lb. box; No. 6, $6.50; No. 7, $6.25; No. 8, $6; No. 9, $5.75. Discount, 10%.

"M.R.M." Brand—Net price list. No. 3, 5⅝ in. long, $20.25 per 25 lb. box; No. 4, 1¾ in. long, $10.25; No. 5, 1 15/16 in. long, $5.25; No. 6, 2⅛ in. long, $5; No. 7, 2 16/16 in. long, $4.75; No. 8, 2½ in. long, $4.75; No. 9, 2 11/16 in. long, $4.50; No. 10, 2⅞ in. long, $4.50; No. 11, 3 1/16 in. long, $4.50; No. 12, 3¼ in. long, $4.50.

Netting, Poultry—2 in. mesh and 19 gauge wire—12 in., $1.80 per 50-yard roll; 18 in., $2.65; 24 in., $3.40; 30 in., $4; 36 in., $4.75; 42 in., $5.50; 48 in., $6.20; 60 in., $7.70; 72 in., $9.20; 84 in., $10.50; 96 in., $12.

1½ in. mesh and 19 gauge wire—12 in., $3.50 per 50-yard roll; 18 in., $5; 24 in., $6.30; 30 in., $7.75; 36 in., $9.90; 42 in., $10.50; 48 in., $12; 60 in., $15; 72 in., $18.

1 in. mesh and 20 gauge wire—12 in., $4; 18 in., $5.50; 24 in., $7; 30 in., $8.50; 42 in., $12; 48 in., $14; 60 in., $17; 72 in., $20

¾ in. mesh and 20 gauge wire—24 in., $10.50; 30 in., $12.75; 36 in., $15.

½ in. mesh and 22 gauge wire—24 in., $16.50; 30 in., $20; 36 in., $24.

Discounts at present quoted apply only to 1 and 2 in. mesh setting. Other prices have been withdrawn and are quoted only on application.

Toronto, London, Montreal, Canadian netting, 2 in. mesh, 12½% off; 1 in. mesh, 12½% off. American netting, 1 in. mesh, 12½% off.

Invincible—No. 1848, 67c a rod; 2060, 72c. Put up in 10, 20 and 30 rod rolls. F.o.b. Montreal.

Blue Ribbon—24 in., $5.50 per roll; 36 in., $7.15; 48 in., $8.35; 60 in., $9.85; 72 in., $11.25. Put up in 10 rod rolls.

English Galvanized—Half-inch mesh.: 22 gauge x 12 inches, per roll, $5; 22x18, $7.25; 22x24, $9.50; 22x30, $11.65; 22x36, $13.85.

Oils—Royalite, 20c a gallon; Palacine, 23c; Gasoline, 34c. Above prices net.

Black oil (summer), 19c a gallon; Black oil (winter), 20½c; Capital, cylinder, 69½c; mach. oil, reg. grades, 39c; Imperial gas engine oil, 59c; Paraffine, 20c. List less 15% on above.

Imperial kerozone, tractor, heavy, $1.10; extra heavy, $1.20. List less 10%.

Polarine, $1. per gallon; Polarine medium, $1.; Polarine heavy, $1; Polarine, ex-heavy, $1.25. List less 25%.

Gargoyle Mobiloil, E and Arctic, $1.45; Gargoyle Mobiloil B, $1.70; Gargoyle Mobiloil BB, $1.70; Gargoyle Mobiloil A, $1.60. List less 25% on above.

Fuel oil, per barrel, net, 11 cents a gallon; from tank wagons, net 10c; tank cars, net, 9c. Prices shown are barrel basis, unless otherwise specified. Barrels charged extra.

Paper (Building)—Dry fibre, No. 1, Anchor, $1.15 per 400 ft. roll; No. 2, Anchor, 65c; No. 2, Elephant, 65c.

Tarred Fibre, No. 1—Anchor, $1.20; No. 2, 85c. Elephant Brand, tarred, No. 2, 85c; Surprise Fibre, 70c; Empress Dry Sheathing, $1.15; Stag Sheathing, 70c; Cyclone, dry, $1.15; tarred, $1.20; Joliette Sheathing, 65c; tarred, 85c.

Monarch Sheathing, white, $5.50 per 100 pounds; grey, $4.50; Straw Sheathing, $3.15; Imp. Grey Sheathing, $4.50; tarred straw, $3.40; Imp. White Sheathing, $5.50; Scythe and dry straw, $3.15; Spruce Sheathing, 36 in. and 72 in. wide, $6.00. Asbestos Sheathing, $7.70; carpet felt, $3.90; tarred felt, 7, 10 and 16 oz., $3.45.

Picks—Clay, 5 to 6 lbs., $7.80 a doz.; 6 to 7 lbs., $8.50.

Rock—7 to 8 lbs., $9.25 dozen; 8 lbs., $9.25.

Pins, Clothes—5 gross, 4 in. (loose), $1.55 a case; 4 gross (cartons), 4 in., $1.60; Spring, 2 gross to box, $1.50.

Pitch—Pine, black, per bbl., $13.25; Navy pitch, per bbl., $6.50; Coal tar pitch, per cwt., $1.55.

Planters (Corn)—King of Field, $15.75 a dozen; Triumph, $11.

Pulleys—Axle, No. 1, 1¾ in., 80c a dozen; 2 in., 90c; 2¼ in., 95c; Palmer's, 90c.

Pulleys, Clothes Line—No. 58, japanned, $4.35 per dozen; No. 158, galvanized, $4.45; No. 59, japanned, $4.45; No. 159, galvanized, $4.55.

Pumps—	Pitcher Spout	Closed Spout
No. 2, each	2.85	3.10
No. 3, each	3.15	3.40
No. 4, each	3.75	4.10
No. 70, each	...	6.00
No. 80, each	...	8.00

Pumps, Redwing—No. 0, $6.85; No. 1, $7.50; No. 2, $8.75; No. 3, $10.75; No. 4, $12.75; No. 5, $15.25; No. 6, $18.

Rakes (Hay)—Iron bow, $6.30 dozen; wood bow, $6.80 a dozen.

Rakes (Wire Lawn. Welland Vale make)—20-teeth, $4.60 per dozen; 24-teeth, $5.30.

Rifles, Winchester—Model 1890, $27.75 each; 1892, $35.70; 1894 (30 and 32 round), $42.40; 1894, (30 and 32 octagon), $45.50; 1895, $55.50; 1902, $8.35; 1904, $10.20; 1905, $53.65; 1906, $24.05; 1906, expert, $27.75; 1907, $64.75; 1894, carbine, with sling and strap, $46.65; 1912, gun, $61.

Rivets and Burrs—Iron rivets, 7-16 inch and smaller, blacked and tinned, 52½%; Iron burrs, 52½% off list on 200-lb. kegs. Extras, add 1c to list on 100-lb. kegs; 3c on 50-lb. boxes; 4c on 25 lb. boxes, 8c on 1 lb. pkgs.

Copper rivets, usual proportion of burrs, 32½% off; burrs, add 10%. Extras on copper rivets, ½ lb. pkgs., 1c per lb.; ¾ lb. pkgs., 2c lb. Coppered rivets, net extras, 3c per lb.

Roller Skates—No. 2, 95 cents; No. 3, $1.05; No. 6, $1.55; No. 10, $1.75 per pair.

Roofing (Samson)—1 ply, $2.05 roll; 2 ply, roll, $3.10; 3 ply, roll, $3.90.

Red Star, 2 ply, $1.85 roll; Red Star, 3 ply, $2.20.

Everlastic, 1 ply, $1.70; Everlastic, 2 ply, $2.05; Everlastic, 3 ply, $2.40.

Panamoid, 1 ply, $1.50; Panamoid, 2 ply, $1.85; Panamoid, 3 ply, $2.20.

Everlastic Multi-Shingles (4 shingles in one), per square, $6.00.

Everlastic Liquid Roofing cement—Per gal., in bbls., 70c; 5 and 10 gal. lots, gal., 84c; 1 gal. cans, gal., doz., $10.50.

Coal Tar (refined), per barrel, $10.50; coal tar (crude), $9.25.

Roofix Roofing Cement—In bbls., per gallon, 60c; in ½ bbls., per gal., 65c; in 5s and 10c, 70c; 1 gal. cans, per doz., $9.

Rope—Pure Manila basis, 23c a pound; Beaver Manila basis, 20c; New Zealand hemp basis, 20c; Sisal basis, 18c. These quotations are basis prices, ¾ in. and larger diameter. The following advances over basis are made for smaller sizes: ⅝ in., ½c; 9-16 to 7-16 in., inclusive, 1c; ⅜ in., 1½c; ¼ and 5-16 in., 2c; 3-16 in., 2½c extra.

Single lath yarn basis, 18c; double lath yarn, 18½c; halyards, 50c; Beaver halyards, white, ¾ in. basis, 35c.

Hemp, deep sea line basis, 50c; hemp, tarred ratline basis, 45c; hemp, tarred bolt rope basis, 45c; marline and houseline, 45c. Extra charge for shorter lengths than half coils, 2c per pound additional.

Cotton, ⅛ in., 43c a pound; 5/32 in., 42c; 3/16 in., 39c; ¼ in. and up, 38c.

Sandpaper—B. & A. sandpaper, less 10%; Star sandpaper, less 10%; B. & A. emery cloth, plus 20% on list.

Scales—Champion, including stamping, list less 10%; 4 lb. $6.60; 10 lb., $8.65; 240 lb., $12.65; 600 lb., $35.80; 1,200 lb., $43; 2,000 lb. $57.10; 2,000 lb. drop lever, $64.75.

Scythes—Cast steel, $15 a dozen; Golden Clipper, $16; Little Giant, $17; Bush, $16.

Snaths—1 loop, $16.80 a dozen; 2 loops, $15.80; 3 loops, $14.70; Bush, $18.20.

Screws—Discounts off Standard List—Wood, F.H., bright, 82½ and 5%; Wood, R.H., bright, 80 and 5%; Wood, 82½%; Wood, F.H., brass, 75%; Wood, O.H., bright, 80 and 5%; Wood, F.H., brass, 77½ and 5%; Wood, R.H., brass, 75 and 5%; Wood, O.H., brass, 75 and 5%; Wood, F.H., bronze, 72½ and 5%; Wood, R.H., bronze, 70 and 5%; Wood, O.H., bronze, 70 and 5%; Square cap, 50%; Hexagon cap, 50%; Set Screws, 55%.

Screws, Iron Bench, No. 14—1 in., $11.25; 1⅛ in., $13.50; 1¼ in., $15.65.

Spiders—Cast, No. 7, 90c; No. 8, 95c; No. 9, $1.05;. Nickel Plated—No. 7, $1.26; No. 8, $1.35; No. 9, $1.50; No. 10, $1.75.

Spades, Shovels and Scoops—Plain back shovels and spades, draining tools, hollow back scoops, sand shovels, hollow back shovels, hollow back coal shovels, riveted back scoops, miners' spring point shovels. 1st. 2nd and 4th grades, all 55%. These discounts apply whether goods are sold in carload or less than carloads, and apply only to Plain List, Black List prices being as follows:

Plain back shovels and spades, No. 2 black—1st, $29; 2nd, $28; 3rd, $25.

Draining tools, No. 2 black—1st, 29; 2nd, $27.50.

Hollow back scoops, No. 2, black—1st, $34.50; 3rd, $32.

Coal shovels, hollow back, No. 2, black—1st, $32; 3rd, $30.

Sand shovels, No. 2, black—1st, $27.50; 3rd, $24.

Hollow back shovels, No. 2, black—1st, $27.50; 3rd, $24.

Riveted back scoops, No. 2, black—1st, $37.50; 2nd, $35.50; 3rd, $34.

Miners' spring point shovels, No. 2—1st, $36.50.

Net Extras—For each size larger than No. 2, add 35c dozen net. Full polished, add $1 per dozen net. Half polished, add 50c per dozen net. F.o.b. London, Hamilton, Toronto, Gananoque, Ottawa, Collingwood, Sherbrooke, Montreal, Quebec, Halifax, St. John, Moncton and freight may be equalized thereon. On shipments less than 5 dozen f.o.b. factory only.

Snow Shovels—Prince, $9; Prince, D handle, $11; King, $12; Queen, $10; Moose, $15 per dozen. Discs, 37½%.

Spikes, Ship—Base, ⅜ in. and larger, $5 per 100 lbs. ¼ and 5/16 in., $5.50 per cwt. F.o.b. Montreal, Belleville, Toronto and Hamilton, with freight equalized on these points.

Spouts, Sap—Eureka, $15 per thous.

Squares (Steel)—No. 3, $21.60 dozen; No. 14, $19.60; No. 100, $24. Nickelled and blued, extra.

Staples (Fence)—Bright, $4.15 per 100 lb. keg; galvanized, $5.15.

Staples (Poultry netting) — Bright. $7.25 per 100 pounds in kegs; galvanized, $8.25. Discount 10 per cent. Net extras (not subject to discount)—Coppering, 60 cents per 100 pounds, 10-lb. wooden boxes, $1.50 per 100 pounds; 25-lb. and 50-lb. wooden boxes, $1.

Staples (in 10-lb. boxes)—Bed, ⅝ in., 20 cents a pound; ¾ inc, 18 cents; 1-inch, 16 ½ cents. Blind, ½ inch, 23 cents; ⅝ inch, 22½ cents; ¾ inch, 22 cents.

Stoves (Oil Burning Cooking)—Perfection No. 32, 2 burner, $21.50 each; Perfection No. 33, 3 burner, $26; Perfection No. 34, 4 burner, $34; No. 22G oven for above stoves, $8. Discount, 30% off list.

McClary Glass Front Oven, No. 170, each, net, $4.75. Detroit Glass Front Oven, No. 85, each, net; Hot Blast, plus %.

Stoves (Oil Heaters)—No. 525, $8.75 each; No. 530, $9.75; No. 630, $12.50. Discount 30% off list on these three numbers. Hot Blast, plus 10%.

Stretchers, Wire—Hercules, $3.60 doz.

Stretchers (curtain)—Star, No. 1, $27.60 doz.; Star, No. 2, $30 doz.; Sun, No. 1, $20; Sun, No. 2, $22.

Swings (Stratford)—4 ft., $7; 5 ft., $9; 6 ft., $11. Ontario, 4-passenger lawn swing, $8.75; awning, $4.50.

Sweepers—Carpet (Bissell's)—American Queen, nickelled fittings, cyco b.b., $60; Club, japanned, cyco bearing, $120; Champion, japanned fittings, $45; Grand, japanned, cyco b.b., $68; Grand Rapids, nickelled, cyco b.b., $55; Grand Rapids, japanned, cyco b.b., $50; Parlor Queen, nickelled, cyco b.b., $62; Princess, nickelled, cyco b.b., $57; Standard, japanned fittings, $46; Universal, japanned, cyco bear., $48; Universal, nickelled, cyco bear., $53. Toy (Bissell's)—Little Daisy, $3; Little Queen, $4.50; Little Jewel, $14.

Sweepers, Vacuum (Bissell's)—Grand Rapids, nickelled, $106 a dozen; Household, japanned, $94; Superba, nickelled, $120 f.o.b. factory, Niagara Falls, Ont.

Tacks—Wire tacks, 65/25% from revised hardware tack list adopted January, 1922; dounble-pointed tacks, 65/25%.

Shoe Findings—List adopted March 20, 1922.

ary, 1922; double-pointed tacks, 60/25%

Tapes, Measuring (Lufkin)—263, 50 ft., Challenge, steel, $4.95 each; 103, 50 ft. Reliable Jr., steel, $5.25 each; 243, 50 ft. Rival, steel, $4.40 each; 553, 50 ft. Steel, $3.95 each; 1243, 50 ft. Rival Jr., steel, $4.06 ea.; 603, 50 ft. Metallic, $3.17 each; 604, 66 ft., Metallic, $3.54 each; 403, 50 ft. Linen, $2.39 each; 713, 50 ft. Ass Skin, $6.15 doz.; 714, 66 ft. Ass Skin, $7.37 doz.; 143, 3 ft. Steel Pocket, $7.27 doz.; 145, 5 ft. Steel Pocket, $9.20 doz.; 175, 5 ft. Linen Pocket, $6.35 doz.; 165, 5 ft. Cotton Pocket, $1.55 doz.

Toasters, Electric—Universal, $7.80; C. G., $5. Discount, 20 and 10%. Canadian Beauty, $5.43; Upright, with rack, $6.40.

Tools, Harvest—Waverley, Wellandvale, Rixford, Maple Leaf, Bedford, 60% off new list.

Track, Barn Door—Hatch Trolley, per ft., 22½c; brackets for this, per doz., $2.20. National Flat Track, 1¼ in. per 100 ft., $10.85. Storm King Flat, No. 60, list less 20-10%. Safety Flat, No. 60, list less 20-10%. Reliable No. 1 and 2, 20c per ft., less 20-10%. Round Trolley No. 1918, 20c per ft., less 20-10%.

Traps (Game)—Victor, No. 1, $2.20 per doz; Giant, No. 1, $2.90 per dozen; Jump No. 1, $2.90; Hawley Norton, No. 1, $4.25; Newhouse, No. 1, $6.35. All these include chains.

Traps (Victor)—Mouse, $2.85 per gross. Rat, $1.15 a dozen.

Trowels (Bricklayers)—Rose make—Size No. 10½, $25.20 a dozen; No. 11, $25.80; No. 11½, $26.40.

Tubs, Wood—No. 0, $26.40 per dozen; No. 1, $23.10; No. 2, $20.90; No. 3, $17.60. F.o.b. Newmarket.

Twine, Binder—500 ft., 11½c a foot; 550 ft., 12½c; 600 ft., 11½c; 650 ft., 14c. Freight prepaid to nearest station in lots of 300 lbs. and over. (This applies to Eastern Canada only.) Rebate of ⅛ cent lb. on 10,000 lbs. and ¼ cent lb. on 20,000 lbs. Cash, 5 per cent.; net, Oct. 1.

Twine (Cotton)—5-lb. sack, 3-ply, lb., 47½c; 4 ply, lb., 50c.

Cones, 3 ply, lb., 44c; 4 ply, lb., 47c.

Tin and Enamelwares—

Britannic, list plus 15%.
Scotch Grey Ware, 50 and 10%.
Colonial, 40%.
Imperial ware, 40%.
Pearl, 40%.
Premier, 20%.
Canada ware, 20%.
Crescent, 50 and 10%.
White ware, 50 and 10%.
Japanned ware, net list.
Japanned ware, white, list, plus 10%.
Plain and japanned sprinklers, list, 10%.
Stamped ware, plain, 50 and 10%.
Stamped ware, retinned, 50%.
Copper bottoms, plus 40%.
Tinners' trimmings, plain 50/10%.
Tinners' trimmings, retinned, 50%.
Tinners' trimmings, general, write for prices.
Factory milk cans, list, plus 15%.
Milk can trimmings, list, plus 33⅓%.
Cream cans, write for prices.
Railroad cans, write for prices.
Sheet iron ware, list, plus 10%.
Pieced ware, ordinary, list, plus 20%.
Pieced tinware, C. B., list, plus 30%.
Fry pans, Acme, 33⅓%.
Fry pans, Quick Meal, net list.
Spiders, steel, net list.
Fire shovels, japanned, list, plus 10%.
Fire shovels, japanned, list, plus 10%.
Steel sinks, galvanized, net list.
Steel sinks, painted, net list.
Light galv. pails and tubs, net list.
Heavy galv. pails and tubs, net list.
Hollow ware, add 40 per cent.
Garbage pails, net list.
Jap. coal hods, list plus, 33⅓%.
Galv. coal hods, list, plus 33⅓%.
Paper lined boards, 40%.
Wood lined boards, 25%.
Copper boilers, 10%.
Copper tea kettles, 10%.
Copper tea and coffee pots, net.
Stove and other pipe, net list.
Stove pipe elbows, black and galv., net list.
Galvanized coal hods, plus 33 1/3%.
Stove pipe thimbles, 60%.

Weights, Sash—Sectional, 1 lb. per 100 lbs., $2.75; sectional, ½ lb., per 100 lbs., $2.85; solid, 3 to 30 lbs., per 100 lbs., $2.50.

Wire — Annealed or Bright — Advances over base price on sizes lighter than No. 9. No. 9 and heavier, 6c; No. 11, 12c; No. 12, 20c; No. 13, 30c; No. 14, 40c; No. 15, 55c; No. 16, 70c.

Annealing, no extra. Oiled and annealed extra, 15c. Coppering and liquor finish extra, $1 to $1.50. Tinning extra, $2 to $3.

Bright base, $3.60. Annealed base, $3.60. Galvanized base, $3.90.

Barbed wire, $4.35. Coiled spring wire, 9 gauge, $3.95.

Stovepipe Wire—No. 18, $8.50; No. 19, $9.00.

Wheelbarrows—Navvy, steel wheel, $105 a dozen; garden steel, $78.75; light garden, $84. F.o.b. Montreal, Toronto, London.

Wringers, Clothes — Domestic, No. 531E, $115; Dom. Bench, No. 541EB, $174; Favorite, No. 511E, $105; Favorite, No. 512, $112; Royal Canadian, $94; Favorite, No. 514, $133; Ottawa, No. 331E, $105; Ottawa Bench, No. 341EB, $162; Challenge, No. 311E, $95; Warranty, $115; Bicycle, 11 in., $105; Eze, $102; Rapid, $92; Eureka, $64; Blue Belle, $115; Blue Belle, Folding B, 164; Rival, $105; Model, $97; Imperial, $102. Discounts from above list 30%.

Wrenches (Crescent)—4 and 6 in., $8; 8 in.. $10; 10 in., $12.50.

(Stillson)—6 in., $2; 8 in., $2.25; 10 in., $2.50; 14 in., $3.50; 18 in., $5; 24 in., $7.25; 36 in., $13.50. Disc., 55% on Canadian, 42½% on genuine.

(Trimo)—8 in., per dozen, $12.85; 10 in., $14; 14 in., $20; 18 in., $29.40; 24 in.. $42.



CANADIAN
REPRESENTATIVES
Dorken Bros. & Co.
MONTREAL
QUE.

PAINTS AND OILS

Alabastine—Colors and white — 2½ lb. packages, $10.10 for 100 lbs.; 5 lb. packages, $9.60 for 100 lbs. F.o.b. Paris or nearest jobbing house.

Beeswax—Small quantities, 45c per pound; larger quantities, 40c.

Blue Stone—Per lb., bbls., 7c; less quantities, 10c.

Borax—Lump crystal or powdered borax, 10c pound.

Bronzing Liquid—Bronzing liquid, No. 1, $2.15 a gallon. Banana oil, $4.25 a gallon.

Brushes—Floor waxing—Acme, 15 pounds, $2.70 each; 20 pounds, $3.25; 25 pounds, $3.80.

Coating—Cement coating, P. & L., $5.40.

Coal Tar—In quart tins, per case of three dozen, $3.75 per dozen; less than cases, $3.95 per dozen.

Colors (Dry)—Per pound—

Raw and Burnt Umber, 100 lb. kegs, No. 1, 6-9½c; less quantities, 11-15c.

Raw and Burnt Sienna, 100 lb. kegs, 6-9½c; less quantities, 12-15c.

Imp. green, 100 lb. kegs, 15c.

Chrome green, C.P., 40-45c.

Chrome yellow, 25-35c.

Brunswick green, 100 lb. keg, 11-13c.

Indian red, 100 lb. keg, 15-20c; No. 1, 100 lb. keg, 8c.

Lamp black, in bulk, 24c; packages, 25-28c.

Venetian red, best bright, 6½-9c; No. 1, 3¾-5½c.

Drop black, pure dry, 12-15c.

Golden Ochre, 100 lb. kegs, 5c.

White ochre, 100 lb. keg, 6c; barrels, 5c.

Yellow ochre, barrels, 3-6c.

French ochre, bbls., 5-8c.

Spruce ochre, 100 lb. keg, 5-8c.

Can. red oxide, bbls., 3c.

Super magnetic red, 5c.

Vermillion, Mexican, 75c.

English vermillion, $1.85.

Colors in Oil—Pure, in 1 lb. tins:

Venetian red, 27c; Indian red, 40c; Chrome yellow, pure, 50c; Golden ochre, pure, 34c; French spruce ochre, pure, 29c; Greens, pure, 35c; Siennas, 37c; Umbers, 37c; Ultramarine blue, 70c; Prussian blue, 95c; Chinese blue, 95c; Drop black, 42c; Ivory black, 44c; Signwriters' black, pure, 50c; Imperial black, 25 lb. irons, 35c.

Colors—Mortar—Brown, per pound, 2¼c; red, 2¼c; black, 7c; buff, 3c.

Deco-Tint (Wall finish)—Colors, 2½-lb. packages, $9.50; white, 2½-lb. packages, $9; colors 5's, packages, $9; white, 5's, packages, $8.49; colors, 100's, packages, $8; white, 100's, packages, $7.50; colors, bbls., (250 lbs.), $7; white bbls. (250 lbs.), $6.50.

Dryers—I. V. housepainters' japan, gal cans, $3; I. V. liquid dryer, $2 75. Discount, 50 per cent. on both these. Housepainters', $1.15.

Enamels (White)—Per gallon: Dougall white enamel, $7.43; Vitralite, $7.77; Duralite, $6; Old Dutch, $6.27; B-H "White" Enamel, $6.50; Martins, white, $7; Satinette, $7.23; C. P. Co. Albagloss, $6.30; C. D. Master Painters, $6.75; Mooramel, $7; Lowe Bros., Linduro, $7; Sunshine, white, $6; Kyanize, $8; Solpar, $4.50; Paripan, $9; Jasperlac, $4.25; Invincible, $6; Hillcrest, $7; Adelite, A. & E., $7.65; Adelite, A. & E., $5.40: Floglaze, $4.50; Ripolin, $7.09.

Glue—English, sheet, per lb, 24 to 30c; White pigsfoot, 50c; Cake bone, 112 lb. bags, 24 to 30c; Hides, 112 lb. bags, 30 to 32c; Ground glues, 112 lb. bags—English, per lb., 22 to 24c; Canadian, 16 to 18c.

Glass— Case lots.	Star or Double 16 oz.	or 24 oz.
Up to 25	$ 6.60	$ 9.80
26 to 40	7.45	12.20
41 to 50	8.10	13.30
51 to 60	8.45	13.80
61 to 70	8.80	14.40
71 to 80	9.30	15.15
81 to 84	10.85	17.65
85 to 90	11.40	18.50
91 to 95	....	20.65
96 to 100	....	22.35

Cut size sheet glass, 75 per cent. off November, 1920. list.

Glaziers' Points—Zinc coated, 7c ½ lb. package.

Lead, White—(Ground in oil)—Prices are per 100 lbs. in ton lots. Less than ton lots are 35c per 100 lbs. higher than quoted below. F.o.b. Brantford, 50c; London, 55c; Windsor, 60c per 100 lbs. F.o.b. Toronto and Hamilton, 45c per 100 lbs. F.o.b. Fort William and Port Arthur. 75c per 100 lbs.

Maritime differential 50c per 100 lbs. over Montreal.

	Montreal.	Toronto
Anchor, pure	$12.75	$13.20
Champion, pure	12.75	13.20
Crown Diamond, pure	12.75	13.20
Green Seal pure	12.75	13.20
I. V. Perfection	12.75	13.20
Ramsay's pure	12.75	13.20
Moore's pure	12.75	13.20
Tiger, pure	12.75	13.20
O.P.W., Dec., pure	12.75	13.20
Elephant Genuine	13.75	13.70
BB Genuine, less than tons	14.10	14.55

Lead (Red Dry)—Per 100 lbs.—Genuine, 560 lb. casks, $9.75; Genuine, 100 lb. casks, $10.75; less quantity, $11.75. Fo.b. Montreal and Toronto.

Linseed Oil—(Raw)—Per gal.—1 to 2 bbls., $1.15. Boiled—1 to 2 bbls., $1.18.

Litharge—Casks, per cwt., $9.25; smaller quantities, per lb., 10¾c.

Muresco—	White.	Tints.
350 lb. bbls.	$7.15	$8.25
200 lbs., half bbls.	8.00	9.10
100 lbs., kegs	8.25	9.35
Cases, 20 5-lb. pkgs.	8.80	9.90

Paints, Prepared—Price per gallon, 1 gallon can basis—

C. P. Co. Elephant white, $3.85; Sanitone, white, $3.45; Sanitone, colors, $3.35; C. P. Co., pure white, $3.95; C. P. Co., pure colors, $3.60; C. P. floor paint, $3.55; Elephant floor paint, $3.30; Victoria floor paint, $2.70.

B-H English, colors, $3.60; English, white, $3.95; Fresconette, white, $3.45; Fresconette, colors, $3.35; floor, $3.55; porch floor, $3.60.

Crown Diamond, white, $3.70; colors, $3.35; floor, $3.30; porch, $3.30; flat wall tone, white, $3.45; colors, $3.35.

Moore's House Colors, white, $3.75; House Colors, colors, $3.50; Preservo Paint, white, $2.70; colors, $2.55; floor paint, $3.45; Sani-Flat, $3.45; Porch and Deck Paint, $3.50.

I. V. Elastica, white, $3.55; Elastica, colors, $3.30; Flatine, int. wall, white, $3.45; Flatine, int. wall, cilors, $3.35.

Lowe Bros., H. S. White, No. 328, $3.95; H. S., color, $3.60; H. S. floor, hard drying, $3.55; H. S. Porch, $3.60; Mellotone, flat wall, white, 3.50; color, $3.35.

Jamieson's Crown Anchor, $3.45.

O.P.W. Canada Brand, white, $3.95; colors, $3.60; floor, $3.55; Flat Wall, white, $3.45; color, $3.35.

Ramsay's Pure, white, $3.80; colors, $3.45; floor, $3.40; porch, $3.45.

Glidden's white, $3.95; colors, $3.60.

Martin-Senour, 100%, white, $3.95; colors, $3.60; porch, $3.60; Neutone, white, $3.45; Neutone, colors, $3.35; floor paint, $3.35.

Sherwin-Williams, white, $3.95; colors, $3.60; floor, $3.45; porch, $3.60; Flat Tone, white, $3.45; colors, $3.35.

Maple Leaf, white, $3.95; colors, $3.60; floor, $3.55.

Pearcy's Prepared, colors, $3.05; white, $3.40; floor, $3.

Adelite, white, $3.95; colors, $3.60; Industrial white, $3.50.

Barrett's Everjet Elastic Carbon Paint—Barrels, per gal., 85c; half barrels, 85c; 5s and 10s, 95c; 1s, per case, doz., $12.00.

Everjet Black Enamel—Crates, 2 doz., 8 oz., $1.45; crates 12 doz., 8 oz., $1.40; 1 gal. cans, gal., $1.50; 5-10 gal. cans, gal., $1.35; barrels-half bbls., gal., $1.25.

Carbosota Liquid Creosote Oil—Barrels, 60c; half barrels, 65c; 5s and 10s, gal., 95c; 1s (case 12 gals.), Montreal, $8.50; Toronto, $9.50.

H., T. & A. Co.'s Creosote Oil—Barrels, 45c; half-barrels, 50c; 5s and 10s, 60c. F.o.b. Montreal and Toronto.

Paris Green—100 lb. lots—½ lb. paper cartons, per lb., 37c; 1 lb. paper cartons, 35c; ½ lb. tins, 39c; 1 lb. tins, 37c; 25 lb. tins, 33c; 50 and 100 lb. drums, 31c; 250 lb. kegs, 28½c; 600 lb. barrels, 28c. Terms: 1 per cent. 15, or 30 days net. F.o.b. Montreal, Toronto, Hamilton, London, Ottawa, Quebec, Moncton, St. John's and Halifax. Yarmouth and P. E. I. points ¼c per lb. extra.

Polish (O-Cedar)—4 oz. bottles, doz., $2.10; 12 oz. bottles, $4.20; 1 qt. can, $10.50; ½ gal. cans, $16.80; 1 gal. cans, $25.20.

Polish-ol—4 oz., $1.80 doz.; 12 oz., $3.60 doz.

Putty (Standard)—Less than tons—Bulk, bbls. (800 lbs.) per cwt., $5.20; 100 lb. drums, $6.20; 25 lb. drums, $6.45; 12½ lb. irons, $6.70; Bladders in bbls. (400 lbs.), $7.20; in cases, (100 lbs.), $7.70. Tons, 25c lower. Pure linseed putty, $1.50 cwt. advance on above prices. Hamilton prices same as Toronto.

Plaster Paris—Single barrels, $4.

Rosin—Barrel lots, per 100 lbs.—G., medium grade, $7.25; water white, $9.40.

Remover (Paint and Varnish)—High Standard, $3; Taxite, 1 gal. cans, $3; B-H Vanisher, $3; Chalco, $3; Klensa, $3; Cumoff, $3; Dougall Lingerwett, $3.25; Takeoff, $3; O.P.W. Presto, $2.60; Solvo, $3.60; Varn-off, $3; Adelite, $3.

Shellac—Per gal. in bbls.—White, $5.35; orange, $4.85. Gal. jugs, white, $5.65; orange, $5.15. F.o.b. Toronto, London, Montreal.

Sulphur—In 100 lb. bags, per pound, 4½c.

Shingle Stains—

	Ordinary Colors.	Greens
Sherwin-Williams	$1.40	$1.60
B-H Anchor	1.40	1.60
M. L. Creosote	1.40	1.60
Soligum	1.25	1.60
Martin Senours	1.40	1.60
Elastica	1.40	1.60
Hillcrest	1.40	1.60
"C.D." Shingle Stain	1.20	1.40
Canada Paint	1.75	2.00
O.P.W. Creolin	1.30	1.50

Tar—Coal tar, refined, $10.50; crude, $9.25.

Turpentine—Single bbls., gal., $1.45; 2-4 bbls., gal., $1.44; 5 gal. lots, per gal. $1.60.

Varnishes—Per gal. cans—B-H Floors, $4.08; Maritime Spar, $5.13; Hard oil, $2.76; Gold Medal, $3.42; Elastilite, $3.85; Granitine Floor Finish, $3.85; Hydrox Spar, $3.95.

C. P. C. Sun Varnish, $4.30; Sun Aero Spar, $4.50; Sun Waterproof Floor, $4.40.

Glidden Wearette, $3.90; floorette, $3.90.

I. V. Elastica, No. 1, $4.89; No. 2, $4.48; Floor, $4.

Jasperite Interior and Exterior, $3.75; Indestructo, floor, $3.75; Pale Hard Oil, $3.75.

P. & L., No. 61, $5.04.

Jamieson's Copaline, $4.

M-S Marble-Ite Floor, $4.22; Wood-Var, $4.06; Durable Spar, $5.13; Finest Interior, $4.87.

Moorlastic Floor, $4.25; T. 45 Floor, $3.50; Moorvar Interior. $3.25; Moore's Spar, $5.

S. W. Mar-not, $393; Rexspar, $5.04; Scar-not, $4.66.

Lowe Bros., durable floor, $4.50.

Solpar, Spar Marine, $6; House Spar,, $4.50; Floor, $4.50; Interior, $3.50.

Kyanize Spar, $5.15; Cabinet Rubbing, $4.85; Interior and Floor, $4.85.

Luxeberry light, $4.75; Granite, $4.90; Spar, $5.62.

Ramsay's Universal, $3.75; Agate Floor, $3.95; 400 Hard Oil, $3.25.

"C. D. Big 4" Exterior, $5; Interior, $4.50; General purpose, $4.18; Furniture, $2.25.

Dougall Univarnish, clear, $4.40; Transparent, spar, $4.90; Transparent, floor, $4.40.

Adelite, No. 103, Floor, $3.90; No. 105, Flat, $3.90; No. 100, Spar, $5.70. F.o.b. Montreal and Toronto.

Water Paints—Per 100 lbs. in 5 lb. packages—Frescota, white, $8.50; colors, $9.50; Decotint, white, $7.50; colors, $8; Coralite, white, $9; Perfecto, white, $8.50; Rockface, bbls., 250 lb., 5c.; Opalite, 300 lb. bbls., 17½c; Opalite, 100 lb. pkg., 18½c; 1 gal. packages, per pkg., $1; ½ gal. package, per pkg., 52½c; Ramsay's "Ideal," 310 lb. bbls., 40½c: Sturgeon's Solpar, 40c. 10½c; Sturgeon's Solpar, 40c.

Waste—Cream, polishing, 18c; white—xxx, 18c; Colored—No. 1, 13c.

Wax—B-H Wax, 45c; Berry Bros., 70c; Imperial Floor Wax, 35c; Anchor, 38c; O.P.W. Lion Brand, 38c; Old English, 67c; Johnson's, 67c; Jamieson's liquid wax, gal., $3.50; Ramsay's, 45c; Martin-Senours, 38c; I. V. Wax, 38c; Sherwin-Williams, 48c; Solpar, $8.80 to $9.90; Crown Diamond, 40c; Hillcrest, 45c; Plymouth Rock, 45c; Champion white, 50c; Ad-el-ite paste, 45c.

Whiting—Plain, in bbls., $3.00; Gilders, bolted in bbls., $3.25.

Wood Alcohol—Per gal.—In five gallons, $1.75; Methylated Spirits, $1.90 to $2.55.

Wood Filler (Paste)—Kleartone—All colors except mahogany—1 lb. cans, 28c a pound; 2 lb., 26c; 5 and 10 lb., 24c; 25 lb., 22c. Mahogany 5 cents a pound higher. Discount 35 and 5 per cent.

Wood Filler (Liquid)—Crown Diamond, per gal. in qt. tins, $1.70.

EAGLE LAMP BLACK

Made only by

THE L. MARTIN COMPANY

45 East 42nd St., NEW YORK

Agents in

Montreal, Winnipeg and Toronto



SALES HELPS

When you sell a well known line of brushes that are noted for QUALITY and APPEARANCE, such as the MEAKINS line, the use of Sales Helpers will mean more brush sales.

Of course, Meakins brushes "sell themselves" but sales helpers such as display boxes, cards, etc., makes them sell themselves even quicker.

We supply dealers with various types of sales helpers, two kinds of which are illustrated here.

An interesting catalogue showing our complete line of brushes etc., is yours for the asking.

Why not get acquainted with our line?

Meakins & Sons, Limited

Hamilton - Ontario

WAREHOUSES

Winnipeg, London, Toronto, Montreal, Vancouver

PILKINGTON BROS., Calgary



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Gasoline Pumps and Tanks, Air Pressure Tanks and Receivers, Air Compressors, Pneumatic Tanks and Pumps, Galvanized Tanks, round and square.
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Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Fence Plates.

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Telephone Crossarm Treated with Solignum. Dipped and Sawn in half after three days
Note Penetration at points where needed.

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WOOD PRESERVATIVE & STAIN
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Solignum is supplied in—Browns, Reds, Greens and Greys—in one, five and forty gallon packages.

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Solignum is recommended for: all EXTERIOR WOODWORK such as SHINGLES, half timber work, timbers set in concrete, bridge timbers, telegraph poles, scows, tables, fences, posts, pig pens, ties, etc.

Solignum Interior Stain is a new line and splendid seller also.

STURGEONS, LIMITED, 66 Richmond St. East, Toronto
(The "Solignum" Distributors for Canada.)

Beath Welded Steel Barrels

Now—before business starts booming again—is the time to put your lines in Beath Barrels.

If you could get wooden barrels for nothing it would still pay you to use Beath Barrels.

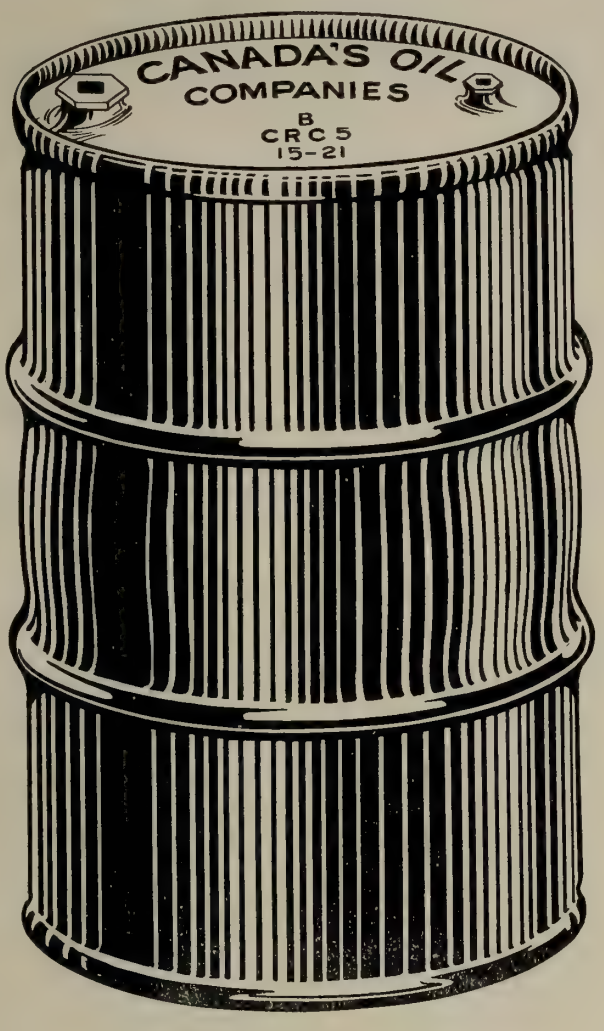
The added prestige to your line alone would be worth the change. Up goes your products in the estimation of your customers.

Beath Welded Steel Barrels are leak proof, every seam first welded then galvanized.

No matter how roughly they are banged about they are still leak proof.

"What the shipper puts in, the consumer takes out"—all of it. No waste. A tidy container to be used over and over again, indoors or out.

Now's the time—put your product in Beath Barrels.



Every size for every use—or special sizes to order. Why not get our quotations on Beath Barrels of the exact dimensions to suit your product.

Write for Catalogue No. 14

W.D. Beath & Son, Toronto, Canada

5 1-lb pkgs. of Putty!

Ask a friend to go into your store tomorrow at five different times, and buy and have weighed out for him a pound of putty each time. Have him bring these five one-pound packages to you—and you go out and weight the whole five. Note the total weight. Result? An order to us for a

Dayton Hardware Scale

It Weighs — It Counts — It Computes

The live merchant has only to see for himself the absolute money savings there are in the Dayton Hardware Scale for him to sell himself one or more of these modern scales, built specially for the hardware trade. It means that the "murderous down weights" are stopped—that your cash drawer gets every cent for every fraction of weight of every article you weigh and sell. Price calculations are also made by the scale, so even "green" clerks can give perfect service.

How about your Nails?
How about your Wire?
How about your Rope?
How about your Screws?
How about your White Lead?
How about your Dry Colors?

Your customers don't thank you for overweights. But it is hard, with the ordinary scale, for the clerk to avoid tossing in the extra few nails or ounces of other product, to make the scoop go down, without seeming to be stingy. Yet those last few nails, or ounces of product, must be paid for out of your net profits, Mr. Merchant. Remember this goes on all day long, day after day, month after month. Why not save this money for yourself and family.



The Famous Dayton Hardware Scale
Showing Counting Scoop and Extra Capacity Platform Rack

Dayton Hardware Scales are sold on attractive monthly payments without interest. Discount for cash. Write today for descriptive circular.

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Vol. 14, No. 7 JULY, 1922 $1.00 Yearly

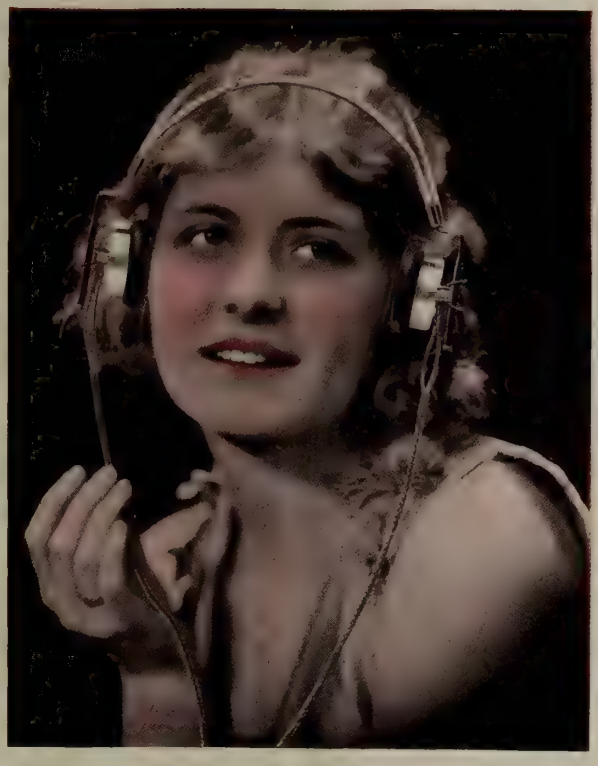
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PAINTS·ELECTRIC·HOUSEWARE·HEATING·LIGHTING·

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Your Customers Demand The Best — Sell Them The Branston "Radio" Line

The Highest Possible Quality for the Lowest Possible Price



Judge Them by Their Quality not by Their Price

Retail Price $9.50 *2500 Ohms*

Retail Price $9.50 *2500 Ohms*

Introducing BRANSTON RADIO Head Sets

It is a revelation to "listen in" with a "Branston Head Set." The natural rich mellow tones are there—right in your ear—clear as a bell—without ear strain. ¶ Branston Head Sets are the successful result of long experimentation for something better than the ordinary. ¶ Scientifically adapted to give the utmost in voice and concert reception. ¶ You can pay more for less value, but you can't get more value at any price. ¶ Light in weight and designed so that they can be worn for hours without discomfort

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355 YONGE ST., TORONTO, ONT.

Manufacturers of "Quality" Electro Medical and Radio Apparatus Receiving Sets—Lateral Wound Inductance Coils—Lightning Protectors—Telephone Plugs, etc. *DEALERS—WRITE FOR SPECIAL DISCOUNTS*

THE PILOT SUPERIOR PIPELESS FURNACE

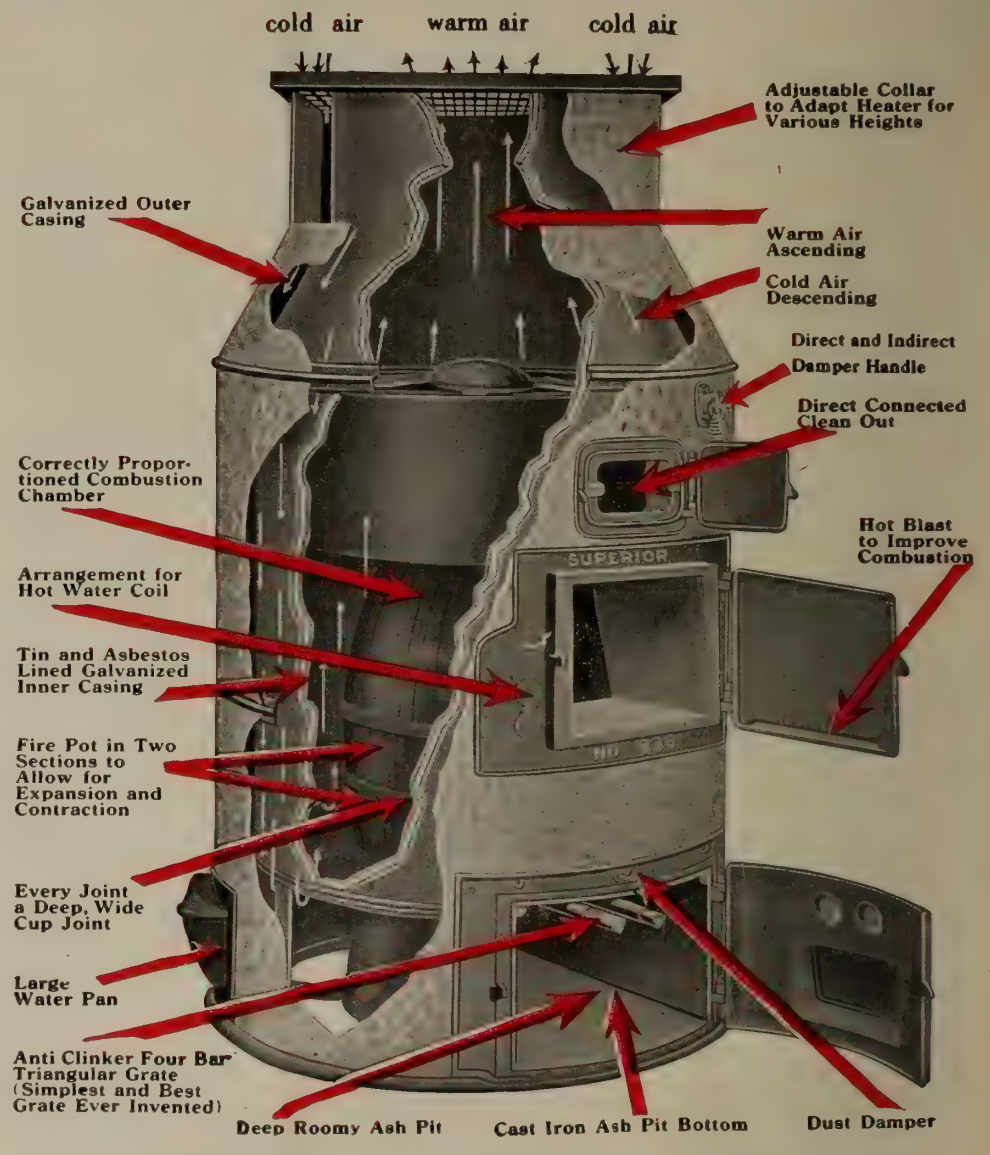
Any handy man can install it in five hours. **Every dealer should display one on his floor.**

ONE REGISTER DOES IT ALL

This is undoubtedly the unequalled leader in the pipeless field. It is easy to convince your customers of the merits of the Pilot Superior. The best selling help you can have in selling the Pilot is to let your prospect talk to your last customer. They are always satisfied and ready to "boost" for you.

In the illustration, we have indicated with arrows some of the many convincing selling points that close the sales. The Anti-Clinker, Four-bar, Triangular Grate, to mention just one feature, is a matter of much interest to your prospects. This and many of the others will interest, convince, and bring most customers to the decision to buy.

Altogether, you will find the Pilot Superior a very gratifying pipeless furnace to sell, and a very satisfying furnace for your customers to buy.



The Hall Zryd Foundry Company, Limited

Western Branch: Post Office Box 687, Winnipeg, Man.

Manufacturers of Pilot Stoves, Ranges and Furnaces

Hespeler - Ontario



QUALITY PRODUCTS

EVERY ROLL IS FULLY GUARANTEED

"OWL" Roofing is made from an all rag felt, which is essential, because a felt which contains paper. wood fibre, straw or hard rags, will only absorb an oily saturation, while an all rag felt, made from selected rags, such as the felt used in "Owl" is composed of, will readily absorb pure asphalt, without resorting to the use of fluxes or oils to "thin out" the asphalt to aid saturation. The coating on both sides of the "Owl" Roofing is pure asphalt stock of a high melting point, which successfully resists the wear of the elements. This coating asphalt is under constant laboratory inspection and the coating used on "Owl" Roofing is the result of many years in asphalt research work.

The Quality goes into Every Roll

"Owl" Roofing is finished on both sides and either side can be laid to the weather. The durable sand finish is admirable for the covering of moulding shop roofs or any roof which is subject to a shower of sparks or cinders—the smooth finish can be used successfully on any roof and on barns, will not catch the chaff from threshing operations, besides presenting a nice appearance.

"OWL" SLATE SURFACE ROLL ROOFING—Red and Green
"OWL" ASPHALT SLATES—"They will not curl or crack"

W. WALKER & SON, Limited

WHOLESALE HARDWARE and IRON MERCHANTS

10-16 Alcorn Avenue - TORONTO

Send for sample of OWL ROOFING

See that you get a supply of "Owl" Brand Roofing Samples which we have had made up in convenient Book form, size 3½x5¼ in., showing No. 1, 2, 3, 4, and 5 Ply for Consumer use. We also furnish Dealer size sample, 8x4 in., showing the 5 weights in "Owl" Brand Roofing.

Rain water is not tainted by the use of "Owl" Roofing, owing to the pure asphalt materials used in its construction, which are odorless and tasteless.

"Owl" Roofing is made 32 inches wide instead of 36 inches—a decided advantage. Roofing on the market to-day which is 36 inches wide is made so only from the manufacturers ambition for a big production, but in a 32 inch roofing (such as the "Owl"), the laps are closer together and the tendency of buckling is practically eliminated.

Each Roll Contains

108 sq. ft., 32 in. wide—enough to cover a space 100 ft. square and allow sufficient lap. Nails, cement for seams and instructions for laying are included.



SELL ON TIME FOR CASH

Realizing that the only factor that is limiting the dealer's sales of "BLUEBIRD" washing machines, and keeping him from developing this profitable line of business to the full extent of the market is the inability of the average housewife to pay cash for her machine.

The "BLUEBIRD" CORPORATION LIMITED, BRANTFORD, ONT., is now prepared to finance the time sales of "BLUEBIRD" Washing Machines for all dealers of good credit rating without expense to the dealer, assuring him the full cash price of the machine when the sale is made.

The BlueBird Plan

Brings to every dealer the unlimited capital and resources to offer time payments freely and gladly to every woman in his community of good credit standing.

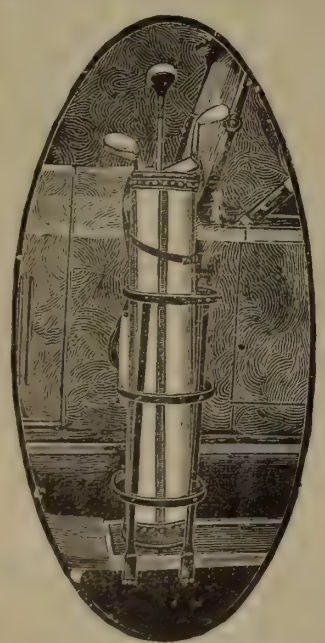
Gives the dealer's customers the full advantage of time payments while affording the dealer the full advantage of a cash transaction.

WRITE AT ONCE FOR DETAILS OF THIS IMPORTANT "BLUEBIRD" DEVELOPMENT

Three "Adamson" Accessories

Every motorist needs them—that's why they are good sellers.

They are part of the well known line of Standley Automobile Utilities—famous for their design, workmanship and materials.



STERLING GOLF BAG HOLDER
Can also be used to carry guns, umbrellas, rifles, etc. Easily clamped on running board. Adds greatly to the appearance of any car.
Weight 9 lbs. List Price $6.00



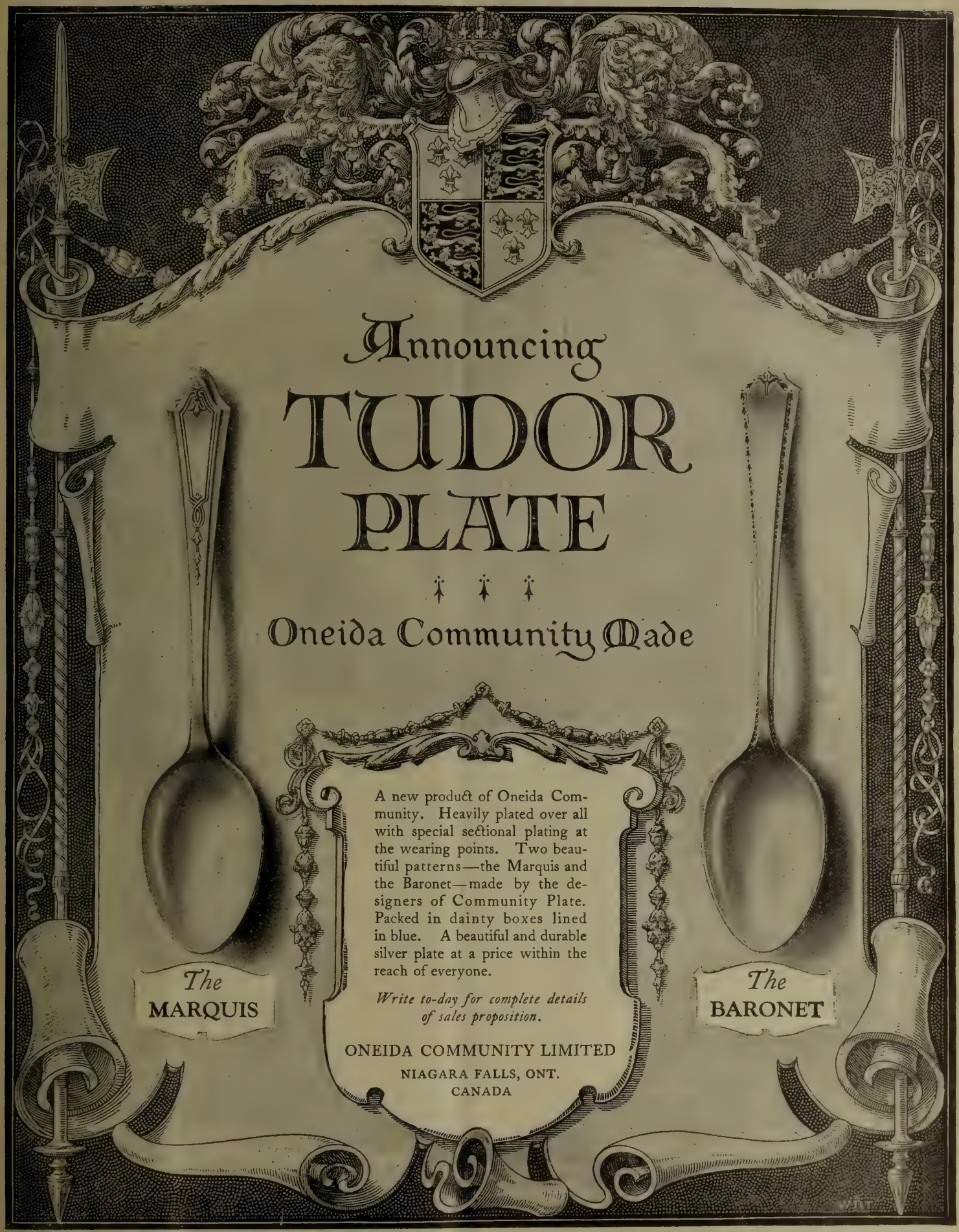
CAMP GRID No. 670
One of the most useful pieces of outing equipment. Set up in a moment ready to cook anything and everything. Adjustable to any convenient length. Folds to 1x6x10 in. in size.
Constructed of steel,
Weighs only 3½ lbs. List Price $2.00.

OUTING CHAIR No. 340.
Very comfortable and strong, holding 500 pounds without strain. Folds to 18 x 11 x 1 in. in size. Constructed of flat steel, finished in black baked Japan and heavy Khaki. Weighs only 8 lbs.
Price $2.60.



Send for our catalogue.

ADAMSON MFG. CO. Hamilton


Announcing
TUDOR
PLATE
Oneida Community Made
A new product of Oneida Community. Heavily plated over all with special sectional plating at the wearing points. Two beautiful patterns—the Marquis and the Baronet—made by the designers of Community Plate. Packed in dainty boxes lined in blue. A beautiful and durable silver plate at a price within the reach of everyone.
Write to-day for complete details of sales proposition.
ONEIDA COMMUNITY LIMITED
NIAGARA FALLS, ONT.
CANADA
The MARQUIS
The BARONET



No. 7

CRANE

RENEWABLE DISC GLOBE & ANGLE VALVES

UNION BONNET

For use in Plants where continuous service is required and where discs must be changed quickly without injury to the valve.

Made in Sizes $\frac{1}{4}$ to 3 inch.

FOR STEAM WORKING PRESSURE UP TO 150 LBS.

Steam Working Pressure Cast on Valve. Body, Bonnet, Stem, Disc Holder and Gland made of Brass. Wheel, Stuffing Box Nut and Union Bonnet Ring, made of Malleable Iron, which is Stronger, Stiffer and Tougher than any Brass, an essential Feature when considering the rough treatment these parts receive.

Manufacturers of Valves, Fittings and Piping Equipment for all Pressures and Purposes Distributors of Heating and Plumbing Supplies.

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Sales Offices:
ST. JOHN, QUEBEC, SHERBROOKE, EDMONTON, VICTORIA, SYDNEY, AUSTRALIA.

CRANE-BENNETT
LIMITED

Head Office and Warehouse:
LONDON, ENGLAND.

Sales Offices:
BIRMINGHAM, CARDIFF, GLASGOW, LEEDS, MANCHESTER.

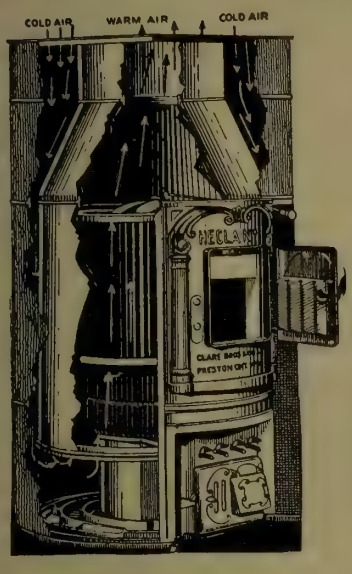


No. 7

2

You'll Not Fear Competition With This Splendid Furnace Line

HECLA Pipe or Pipeless
SUCCESS Pipe or Pipeless
HILBORN Wood Furnace



A style and size for every selling need

EVERY dealer knows that the product with the important, exclusive selling points is the one that's most easily sold.

That's why hundreds of progressive dealers throughout Canada sell Clare Bros. Furnaces. There's a style and size to meet every prospect's needs—there are exclusive features which the prospect can readily see make for additional comfort as well as effecting a considerable saving in fuel.

Every Clare Bros. product, too, is built in a ***quality*** manner. You can be sure when you sell a Clare Bros. Furnace that it will stand up to every claim we make.

The Hecla

The Hecla Furnace, both in Pipe and Pipeless styles, has four big talking points—Steel Ribbed Firepot, Fused Joints, Circular Water Pan and Individual Grate Bars.

The Steel Ribbed Firepot, an exclusive Clare Bros. feature, gives three times the heat radiating surface—positively saves one ton in seven.

The Fused Joints, another exclusive Clare Bros. feature, absolutely eliminate all leaks of gas or dust.

The Circular Water Pan saves coal—ensures the proper degree of healthful moisture in every room.

The Individual Grate Bars make it easier to shake down.

The Success

With the Success, you are able to meet the competition of the low-priced furnace. With our large plant and big production we are able to build furnaces at low cost and still maintain *quality* in the product.

Like the Hecla, the Success has the Patent Fused Joints. You can guarantee no gas, no dust, no smoke. The Success is a standard furnace construction that will give good service.

The Hilborn

For the prospect who desires a wood-burning furnace the Hilborn offers strong recommendations. It will last a lifetime. It is the furnace that built our reputation for making good heating appliances. Made in two styles and five sizes. Simply and effectively constructed. Where wood is still to be had no furnace will give more comfort or more economical heating than the Hilborn.

The Big Furnace Season is Here

You can meet every demand for furnaces in your community with this splendid line. You can *increase* your furnace business—build up one—with it. Write us today for further information and details of our dealer proposition. Don't delay—every day now sees furnace sales made.

CLARE BROS. & CO. Limited

Preston - Ontario

Winnipeg Saskatoon Calgary Edmonton Vancouver

Door Holders and Door Bumpers

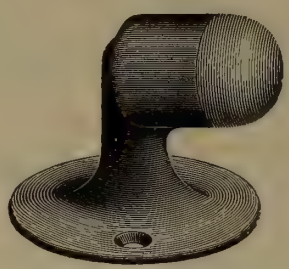
Every Customer a prospect for These if you let them know about it.

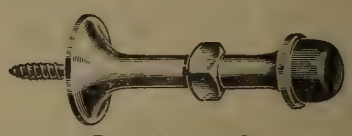
By Way of Suggestion

A lot of unnecessary damage to walls can be prevented by using TF. Door Bumpers—inexpensive yet so effective

By an occasional reference of this kind to your your customer a good service may be rendered and easy sales made—T.F. Bumpers and Door Holders are needed in every home, their usefulness is beyond question

If your jobber does not carry "T.F." lines write us direct.



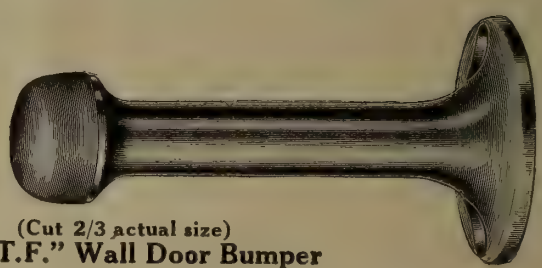


Door Stop with Screw Attatched

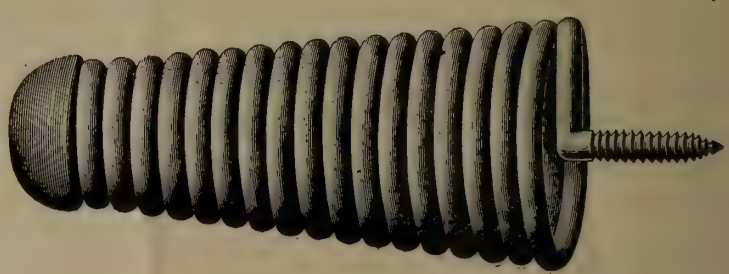
The "T.F." Floor Door Bumper



Wrought Metal Door Holder (Actual size)



(Cut 2/3 actual size)
The "T.F." Wall Door Bumper



(Actual size)
Spring Steel Door Stop

TAYLOR-FORBES Company, Limited

Head Office and Works:
GUELPH, ONTARIO

Toronto Quebec Winnipeg Montreal St. John
Regina Vancouver Halifax Calgary

Member Canadian Business Publishers Association

Including CANADIAN HARDWARE STOVE AND PAINT JOURNAL Established 1909

HARDWARE AND ACCESSORIES

PAINTS·ELECTRIC·HOUSEWARE·HEATING·LIGHTING·

Including CANADIAN TIRE AND ACCESSORY JOURNAL Established 1906

Published Monthly by Weston Wrigley, 123 Bay St. Toronto.

Subscription Rates $1.00 per year in Canada, $2.00 to Great Britain Her Dominions, and the United States.

VOLUME 14 TORONTO JULY 1922 NUMBER 7

KEEP UP THE PAINT CAMPAIGN

PAINT window displays and outside salesmanship have done wonders this spring in moving a tremendous quantity of paints and varnishes in spite of industrial inactivity in the cities and dead buying in the farm sections.

But the campaign should be kept up all through the summer and fall as there is no valid reason why paint should only be pushed in the spring months.

Although the farmers will be busy in the fields—their wives and daughter, now that the vacation season is at hand, have ample time to fix up their floors and furniture, and the dealer who cannot sell house paint in great volume to the farmer in the summer can work up a good volume of business on varnish stains, enamels, varnished flat wall finishes and kalsomines among his rural customers.

Then, too, the same farmers who are busy in the fields and not buying paint, are not buying other commodities and for the same reason. So the other merchants in your vicinity have a better chance now to clean up, fix up and repaint their premises during the summer months than at any other time of the year. With the present bright prospects for a thriving fall business and good prices for farm products, they have an added incentive to prepare for the business which they may safely expect in good volume if they invite it.

SELL RADIO EQUIPMENT

HARDWARE and electrical dealers have a big opportunity to do a big trade in radio sets and supplies this summer and fall if they take the lead in making their stores headquarters for radio equipment.

Radio telephony is the livest business in America today and is not a passing fad. It is the beginning of a great and lasting improvement in human communication.

During the summer there will be a lull in the demand for radio supplies but this fall will see a tremendous increase in demand and broadcasting stations will be operating in all parts of Canada by that time. Manufacturers are working feverishly to prepare for the fall activity and dealers will be wise to prepare to get their share of the millions which will be spent.

The time is not far distant when every home will have its radio equipment and the hardwaremen who are wise will cultivate the trade of the men and boys who will buy the radio sets and supplies. The hardware store is the more logical source of supply than electrical shops or garages as they have the tools, wire, etc., already in stock.

You do not need to make a heavy investment in radio outfits. In fact, you are advised not to spend much money at first in stocking up. New equipment is being introduced all the time and prices are being reduced because of increasing competition.

Moreover, if you are more than twenty-five miles distant from any broadcasting station, it would be unprofitable for you to stock what is known as the crystal receiving sets. You would find a market only for the more powerful receiving instruments.

To be known as a hardware dealer who sells radio supplies and equipment will mean a big thing for your business and will make your store headquarters for the men and boys who have the dollars to spend.

COMPETITION AMONG JOBBERS

MANY years ago the Ontario Retail Hardware Association made a strong effort to have the charges for boxing and for local cartage at point of shipment eliminated from jobbers invoices, but the wholesalers maintained that the charges were necessary and refused to make any change.

Now that one Toronto jobbing house has adopted the policy of making free deliveries to local freight depots and not charging for boxes, it is probable that dealers buying from other jobbers will look for similar concessions.

DECIMAL SYSTEM OF PRICING

McLENNAN & McFeely, Vancouver, who recently issued a new catalogue priced on the decimal system instead of the old method of packing and pricing goods by the dozen and gross, are now asking an expression of opinion from the retail merchants of British Columbia as to whether they consider the decimal system of pricing illustrated in their general catalogue an improvement over the old system of pricing by the dozen and gross.

Many large manufacturing concerns have decided to adopt this plan. Prominent among these are the Sargent Co., manufacturers of builders hardware; Stanley Works, Landers, Frary & Clark, and others.

At a convention of the South-western Retail Hardware Association held at Chattanooga, Tenn., May 9th to 12th, the following resolution was unanimously passed:

"Be it resolved that we indorse the decimal system of packing and pricing items of hardware that are now packed and priced by the dozen and by the gross and that we do hereby urge this adoption by both merchants and manufacturers."

The Fun of Business

Written For Hardware and Accessories By Dr. Frank Crane.

THE happiest man in the world is the one who is doing what he's always wanted to do and making it pay.

There are all sorts of reasons for carrying on a business, but the best reason is, because you like it.

Fun is a good deal in a matter of habit, and of point of view.

And if you get into the way of finding your joy in life in the game of business you will discover as much joy there as you would if you gave yourself up entirely to golf.

It is as interesting to make tack hammers and sell overalls as it is to play pinochle or polo, if you look at it that way.

The fact is, Business is Self Expression.

And that is all any kind of fun is, from leap frog to base ball.

A child is happy when he stretches his legs, expands his lungs and sharpens his wits playing hide and seek. And a merchant is happy when he plays the great game of buying and selling, because it interests him, while hide and seek does not.

For in all business is a dash of adventure. We have to take chances. There are no sure things, outside of the pages of stock-jobbing literature and Monte Carlo.

Every deal is an adventure. Business men are always standing in the doubtful ridges of the battle.

Every day they must use their judgment, shoulder responsibility, make hazardous decisions, estimate men and try to see into the future.

Which makes it as interesting as poker.

And, take it by and large, it's a fair game, and played honestly, both sides stand to win.

Business is the most wholesome occupation in which a healthy man can engage, and has in it more resources of enjoyment.

Because the business man is the Servant of the people.

He is not merely feathering his own nest, he is not grafting, but he is doing something for the people they want done.

And the man who best Serves is the man who has the best excuse for living.

As a rule, business men are the soundest minded, least egotistic, least given to bunk and humbug, and altogether the most wholesome and cheerful kind of folks I have ever met, and I have mixed around some with kings, nobles, artists, poets and priests.

If there is going to be any jury on the Day of Judgment, I hope it will be made up of men who worked hard all their lives. Such a jury would come nearer handing out even justice than any other sort of jury.

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MANY TIRES *and* ACCESSORIES CAN BE SOLD

The Hardware Merchant in the Smaller Cities and Towns Has a Big Opportunity for Profit in Sales to Motorists.

By A. H. Van Voris

A great many hardware stores are selling auto tires and find thta motorcycle and bicycle tires are a nice little addition to the auto tire proposition, for many a lad turns the handle bar throttle on his motorcycle, or pedals his way on his bike down the country roads, to and from the factory or farm or school house, and good rubber treads are being worn out for replacement every single day.

Nor must we consider that this time business is the only part of the auto accessory department of the hardware store —far from it.

Take the companion of the tire and tube, the handy vulcanizer.

Many a punctured tube can be patched up at home (or on the road if necessary) with one of these little gasoline-burning outfits. The convenience of a quick repair means much in many instances.

And how would you like to try to get along without a tire air pressure gauge—guess work is too costly?

Did you ever see a rust-brown hulk of a burned-up car lying along side the road?

I have, and the thought invariably comes to me that perhaps this car might to-day be rolling along, too, if the owner had only used enough foresight to carry a fire extinguisher in his car. Perhaps he was covered by fire insurance, but at any rate he lost his car (and most cars are good cars, to their owners), and there must have been a certain loss sustained in any event.

Then there is the auto lock.

There are many and varied protective devices on the market today with which we are familiar—steering wheel, ignition, transmission and the whole run of them—some pretty weak sisters at best, but others which, if not infallible, have a strong tendency to discourage any attentive auto thief.

I know a man who lost a brand new 35 x 5 cord tire one evening last summer just because he hadn't thought enough of it to have a tire lock on his rear carrirer while dining at a hotel with friends. I observe that he now has one on his carrier, but how much better it would have been had he installed it before the tire was stolen—all of which reminds us of "locking the stable door."

The motometer is a device which most users have come to depend upon as a check on the heat of the engine, I shouldn't like to be deprived of mine, for it is too useful, and there are so many thousands of them being sold each season that they surely belong in the auto accessory department of the hardware store.

TIRE CHAINS INDISPENSABLE

Many a motorist has met his fate and has either wrecked his car, caused a collision or an accident involving personal liability because he neglected to include a set of tire chains in his equipment.

Last summer I saw the aftermath of two of them—one car went through a fence and over a bank from a slippery road with severe injury to some of the occupants. The other car, in swerving around a corner, and in righting itself, slid against the curb with such force as to smash the rear wheel and bend the axle way out of plumb.

Careless driving—well, perhaps, but probably quite preventable if chains had been carried and put on.

A good auto horn should be in use on every car.

Headlight lenses are now offered in such a great variety, and, being compulsory equipment, they form an item of reasonable turnover for the dealer.

"Stop" lights are increasing in popularity so fast with the driving public that some dealers must be doing a land-office business in this one item alone.

Spark plugs don't last forever, and a couple of extra ones in the tool kit never come amiss for replacing a broken porcelain in a "jumpy" ignition system.

Auto trucks are required to carry rear sight mirrors, and there are a great number of them in use, accordingly, to say nothing of the many pleasure car drivers who have installed them on cars. Drivers find in them a very convenient method of seeing what is coming up behind.

Be SURE TO CARRY LUBRICANTS

There isn't a car that runs without auto oil and grease, although some drivers seem to think that a good cussing out of the motor will have the same effect as a couple of quarts of engine oil. It can't be done, however, so they'll have to buy the oil, and in this class of auto necessities the sky is the limit as far as the actual prospects are concerned.

Along this line, a very popular seller seems to be the handy gallon oil can all filled and ready for use when sold —spout and all on the can.

Most drivers take a pardonable pride in the appearance of their car, as well as in its performance, and to promote this thing, any number of good auto polishes can be secured.

KEEPING THE CAR CLEAN

A nice, shinny car is a credit to its owner, and by keeping it sleek and glossy he is bound to secure a better deal when he comes to sell or trade in this car. I have found this to be so in my case, and I dare say you have too, so I do not hesitate to recommend a good polish to any car owner whose idea in this respect coincides with mine.

If you have ever driven against a sleet storm, a driving rain or a slow falling fog or mist, you will know the advantage of a windshield cleaner as an almost indispensable part of the auto equipment. I have found this article to be almost indispensable, for what is more annoying, or dangerous than driving along, however slowly, without knowing what is coming along the road ahead of you?

As a hardware dealer and as a motorist, at the conclusion of this little article I feel that I have only hit the high spots of a tremendously big and growing subject. Tires and auto accessories will cause many thousands of dollars to change hands and will come to a resting place behind the counters of your hardware stores, leaving behind them a real profit before they pass on and circulate along the way of trade.

MUST MERCHANDISE ELECTRICAL LINES

How Hardware Dealers Selling Electrical Lines Can Increase their Turnover—Aggressive Selling Methods Needed.

We have often heard it said lately that in order to get business today it is necessary to go after it. There is far more truth in this statement than the average retail merchant realizes. Too many retailers have attributed the decrease in their business to the much advertised reluctance on the part of the public to buy, and have done little or nothing to stimulate demand. The attitude of the buyer has been regarded as a stone wall and the dealer in most instances, has made no effort to climb over this obstruction to his progress and prosperity.

Advertising is one way of going after business, and many aggressive retailers are using this powerful force with good effect to increase their business in the face of adverse conditions. On the other hand, a still greater number of merchants, following what seems to be the natural inclination, immediately retrench in the matter of advertising expenditure at the first sign of depression, thereby assuring a still further decrease in their business.

"However it is not the subject of advertising with which I desire to deal" writes Bailey in the House of Furnishings Review, but what I consider an even greater force when applied to many lines. The force referred to is direct selling—canvassing, if you please. Very few retail dealers have any idea of the surprising results obtained through this method of selling, and I firmly believe that its application would save many a retail business from going to the "dogs."

In some lines of business such as dry goods, groceries, shoes, etc., direct selling might not be very easily applied, but the hardware or house furnishing dealer, for instance, can use this method to excellent advantage. As an example, let us take a hardware dealer in a town or city of average size. He has a well located, modernly equipped and adequately stocked store. In his stock he carries vacuum cleaners.

There may be hundreds or even thousands of homes in this dealer's town or city that are not supplied with these labor saving machines. There are hundreds or thousands of other homes in the same town or city which are equipped with such articles that are worn out and antiquated. All of these homes represent an opportunity for the dealer which can appropriately be compared to a gold mine.

If our hardware dealer who has these vacuum cleaners for sale merely advertises in a general way or waits for the public to come in and buy, he is like the idle prospector who is content to pick up the few loose nuggets from the surface and does not trouble himself to dig deeper for the richer ore. A gold mine is worthless unless it is worked, and it takes a lot of digging to get out the gold.

Let us go back to the people in our dealer's town who have no vacuum cleaners in their homes. These people have probably read the advertising of the manufacturers in various magazines and periodicals; they have, no doubt, read the advertisements of the local dealer who carries these articles in his stock, and yet, strange as it may seem, they are still without these well advertised necessities in their homes. Let us find out why.

There is a vast differenc between advertising and selling, as I know from actual experience. Advertising is indeed a tremendously powerful force. It can make the name of any article a household word throughout the length and breadth of the land, it gets attention and creates interest, but it has not yet been developed to a point where it can be relied upon to impel action. The spoken word of the salesman is the thing which nine times out of ten clinches the sale and gets the name on the dotted line.

A great many arguments must be overcome before the average sale is made of such an article as a vacuum cleaner, and advertising cannot argue effectively. The people in our typical town argue to themselves that they cannot afford the articles which they see advertised by the manufacturer and the dealer. There is no one to answer their arguments and consequently they do not visit the store where these things are sold. Therefore, the storekeeper who is waiting for the people to come in and buy does not get the business.

Suppose our hardware dealer would organize an outside sales force of intelligent young men and women of good appearance to make a systematic canvass of the homes. These salespeople, if properly trained by the dealer, would have no trouble in convincing hundreds of housewives of the necessity of the articles we have mentioned and in overcoming arguments against the purchase of them. They would ferret out the homes which have old or worn out devices that should be replaced with new and modern equipment and would very soon build up a business that would surprise the dealer.

From experience I know that any dealer in any town or city of any consequence can get together a competent canvassing organization on a strictly commission basis. The commission should be liberal so as to make the proposition attractive to the right kind of people and the dealer should protect the salesman by seeing to it that the latter receives due cerdit for all sales made or influenced by him.

Dealers who have been buying such things as vacuum cleaners in small lots from the jobber or manufacturer, and who have, as a consequence, been obtaining small discounts, will under the canvassing plan, be able to buy in large quantities at the lowest prices. Their turnover will be doubled over and over again. They will become merchandisers instead of merely storekeepers and cease to complain of dull times.

NOVEL ELECTRIC WASHER DISPALY

A Grand Rapids, Mich., store brought home in a convincing manner the fact that the electrical washer does not damage delicate fabrics. By arrangement with a local bank, twelve thousand dollars worth of soiled currency were secured for the purpose of a window demonstration. The bills, which were of different denominations, were washed in the window by a skilled demonstrator, in full view of the public. Crowds were attracted to the window by the novel demonstration, and heavy police protection had to be provided to look after the money and keep the crowds moving on the sidewalk.

How Oshawa Dealer Sells Washers

**Distributes Circulars Offering Time Payments—
Urges Men to Protect Wives' Health.**

The Purdy Company, Oshawa, recently began a camptign to sell washing machines on time payments and sold four during the first week.

Two thousand circulars were printed and distributed into every house, large and small in Oshawa.

The circular is reproduced and its catchy make-up is particularly noticeable. Note that it is directed at the man of the house. If it falls into the hands of the housewife she is almost sure to read it, because it tells about a device that is a labor saver for her and give her time to get some pleasures in life. Also it points out a way that the washer can be acquired on easy payments. That would make the offer more attractive to homes where they would be unable to pay for the washer in a lump sum.

The circular distributors were followed up by salesmen. These salesmen made a house-to-house canvas and described the small payments offer more fully, and the advantages that were derivative from the owning of the washing machine.

The manager of the shop confessed that he was surprised at the good results that they had from the campaign. Not only were the salesmen very well received, but they received enquiries at the shop about the washer.

Every Saturday evening in the shop they demonstrate how the washing machine is operated. The big window in their shop makes it possible to give demonstration, and it has served to attract quite large crowds on Saturday nights.

The fourth method is through one of the local moving picture shows. They have a short picture showing the operation of the make of washer that they carry, and a comparison with the old method of washing clothes.

Four campaigns are thus linked up into one big campaign. It is impossible for any householder in Oshawa not to know that the Purdy Co. sell a good electric washing machine.

"Selling washing machines is a matter of getting 10 machines out," said the manager. "The ones that we have out are the best advertisements that we could possibly have. Once a woman gets one and discovers for herself really what a saving in time and exertion, she is sure to tell her next door neighbor about it. So that once we have sold ten washers in Oshawa, we have ten people advertising our washing machines without cost to us."

THIS WEEK ONLY

$10 Cash Places an

ELECTRIC CLOTHES WASHER

in Your Home

Balance Payable $3.50 Per Week

NOW MEN—*Just think what this means to your Home.... Your wife won't be dragged down to the level of a household drudge. She will remain a sweetheart to you, a mother to her children and wear the same smile that won you.*

To Prove How Much Your Wife Needs an

ELECTRIC CLOTHES WASHER

1. Stay at home for the day
2. Let your wife go out
3. Wash dishes and make beds
4. Attend to the baby
5. Do the washing
6. Get the meals ready
7. Tidy up the house
8. Then smile and be happy when your wife comes home.

Call us on the Telephone 942 and let us arrange to demonstrate one of these machines in your home.

THE PURDY CO. LIMITED

Everything Electrical

Phone 942 82 Simcoe St. South

Circular which helped sell electric washers.

BLUEBIRDS NEW MERCHANDISING POLICY

The Blue Bird Corporation, Ltd., Brantford, have announced a new merchandising plan which ought to help hardware merchants increase their sales of electric washing machines. The cash price of this machine in Ontario is $155. This will be $172.20 when sold on twelve month terms. The dealer receives a cash payment of $10.20 which he retains. He forwards the manufacturer the lien contract providing for twelve monthly payments of $13.50 upon receipt of which the maker remits to the dealer $128.60 and sends him a deferred payment certificate for $16.20 payable on receipt by the firm of all monthly instalments. By this plan the dealer receives the full cash price of the machine while giving his customer the advantage of time payments.

Payments by the purchaser will be made direct to the "Blue Bird" Corporation, the dealer, however, endorsing the customer's note as a guarantee of the purchaser's standing and bona fides.

The manufacturer claims that the plan provides every dealer the unlimited capital to offer a time payment plan freely and gladly to every woman in his community of good credit standing and that instead of taking more capital as the dealer's business grows, it automatically brings the dealer more capital so that the more the dealer sells, the more capital he has to work with. It gives every dealer of good credit rating, even the very smallest, the ability and resources to offer to his customers the credit advantages that heretofore have only been available to the largest firms.

This time payment plan is provided for the dealer not merely to enable him to give customers the privilege of buying on time, but to urge this on his customers so as to broaden his field of sales. Properly used, the time payment plan will increase the dealer's volume of business many times.

CANADIANS ATTEND PAINT CONFERENCE

The conference of Paint Sales and Advertising Managers held at Buffalo, N.Y., on June 28 and 29, to consider plans for the Save the Surface movement for 1923 was attended by the following Canadians:

Frank H. Smith, Brandram Henderson, Ltd., Montreal.

H. A. Ruffenstein, representing Mr. George Henderson, chairman Save the Surface Campaign Committee, Montreal.

H. E. Mihell, Imperial Varnish & Color Co., Ltd., Toronto.

A. G. Pinard, Lowe Bros., Ltd., Toronto.

Weston Wrigley, Hardware & Accessories, Toronto.

KITCHEN RANGES CAN BE SOLD IN SUMMER

Manufacturer Gives Reasons Why Dealers Should Maintain a Continual Selling Effort All Year.

The season is over. It is no use trying to sell kitchen ranges now. The weather is getting warm and you simply cannot get women interested in them and of course if the women are not interested, the men folks are not going to spend the money."

I believe that I am giving voice in the foregoing paragraph to the opinion of nine out of ten hardware dealers—and yet I know that every one of these nine is wrong.

You know the story of the jury which could not come to an agreement and therefore was discharged by the judge.

After they left the court room one of the jurors was heard to remark to one of his friends: "That was the most stubborn lot of men that I have ever had to do with. It was simply out of the question for any one to convince them that I was right."

The jury stood eleven to one and the speaker was the sole person to stand out against agreement. He felt that all the eleven were stubborn.

At the risk of being called stubborn I am going on record and say that the hardware dealer who says that kitchen ranges can not be sold in July or August either does not know what he is talking about or is unwilling to make the extra effort that it takes to sell them during the summer months.

Kitchen ranges are being sold, right now, in territory where it is eighty and ninety in the shade, right now.

And they are being sold in numbers large enough to justify the effort. The profits and the turnover is of the sort that pleases both the manufacturer and the banker and of course the hardware merchant is happy.

How do I know?

From the fact that the orders from the hardware merchants for these ranges are passing over my desk every day in the week.

A kitchen range does no more belong in the class of reasonable merchandise than does sugar or flour.

It is an article which is in use 365 days in the year—three times a day.

So what real reason is there for not making a real effort to sell kitchen ranges every day in every month during the entire year?

I shall admit right here that what I am saying here has a selfish purpose—I want to make and sell more kitchen ranges—but unless what I do say is based on actual facts my statements will have just the opposite effect. I can make and move ranges at a profit to me only when the hardware merchants who buy these ranges from me can sell them as fast as I can make them, and sell them at a fair profit to themselves.

So after all—the bit of suggetsion that I have thrown out in this article is for the benefit of the merchant fully as much as for me.

A real protfiable business on kitchen ranges can only be built up and retained by a continued hunt for prospects.

Simply buying a few ranges and placing them on your sales floor will not build a real business for you—any more than sitting on a tree stump with a gun across your legs and waiting for game to pass by will fill your bag—you have to seek out the game.

Every month some young people are getting married.

Do you know who they are and do you know when the happy event will take place?

That list of prospects is an ever-changing one.

How many ranges did you sell to Mr. and Mrs. Newlywed or To- bewed last year.

Is there any good reason why you should not sell more to that class of customers than last year?

And now I am going to touch on something that some of you will not like.

My instructions to our salesmen is this:

"Make every town that has a hardware store and sign up a merchant in every town, so far as possible, even if the towns are only seven or ten miles apart."

I can just hear the howl that goes up when you read this.

And yet these instructions are for the good of our customers as well as for our interests.

Here is Mrs. Jones who is figuring on buying a range. She has been approached by Smith who sells my ranges in Poseytown and also by Williams who sells some other make. She is thinking the matter over.

One day she has business in the next town down the line, and she sees my range in one of the hardware stores there but the one that is handled by Williams is not represented there, because Williams has "exclusive territory."

Next week she travels to the next town up the line and the same condition obtains there.

What other conculsion can she draw than that there must be something especially worth while about my ranges which makes hardware merchants anxious to sell them?

And keep this in mind—

The pleased customer can help you a lot to increase your sales. The bigger, therefore, the list of purchasers of my make of ranges in a given section is, the better will be the chances for the merchant who sells my ranges.

We have letters from customers of ours which tells of instances where the sale of one range resulted in as high as six more to members of the same family.

So keeping on pushing for kitchen range business during the summer months.

Do not take it for granted that July and August are not good for kitchen range sales.



Display of McClary stoves arranged by Harry Davis for Moose Jaw Hardware Co., Moosejaw, Sask.

NEW PIPELESS FURNACE CATALOG

An interesting catalog has been issued by the Hall Zryd Foundry Co., Ltd., Hespeler, Ontario, giving information about the "Pilot," "Success" and "Superior" models of pipeless furnaces. The various types are well illustrated. and the operation of a pipeless furnace is made plain by the use of pictures and diagrams. The new 2,400 series Pilot Superior Pipeless is given special attention in the booklet, a copy of which will be sent any dealer on request.

RADIO OFFERS A NEW FIELD FOR SALES

Suggestions Made by a Hareware Dealer Who Has Sold Radio Apparatus for Several Months.

By John M. Clark of the Clark Hardware Co.

SEVERAL months ago we found an unusual demand for copper wire in all sizes, both bare and insulated. Antennae insulators were also in demand, correspondingly crystal detectors, cardboard tubing, fixed condensors, headsets and other parts of crystal receving sets.

Influenced by this demand for radio supplies we put in a conservative stock and arranged a window display of radio equipment. This attracted great attention and established a real, live radio supply trade. It was necessary at this time to double our stock of supplies in order ot meet the ever increasing demand. We also installed a two-stage amplifying unit with loud speaker which was very in attracting customers to the store and in interesting them in purchasing sets and supplies.

An operator in our radio department was the next step taken which proved satisfactory in giving explanations of wiring diagram and any other information our customers might want in connection with radio.

Printed cards of crystal receiving set hook-ups and a list of the parts carried by us were distributed, and this idea proved to have a direct advertising value. Advertisements were run in the local papers describing the make quality and price of our equipment. These ads invited radio fans to our concerts to meet our operator and stated that he would be pleased to offer any assistance in construction of receiving sets.

Through our different ways of advertising many crystal sets were sold and several detectors and two-stage, loud speaking units.

Usual articles of hardware such as ribbon, bar and string solder, soldering paste, alcohol torches, soldering irons, sheet brass, zinc, copper, brass machine screws, brass wood screws, pliers, screw drivers, hand drills, drills, cabinet hardware, wood stains, dye, shellac, varnish, brushes, escutcheon pins, hinges and other articles too numerous to mention automatically present themselves to the mind of the radio supply buyer or enthusiast.

CONSTRUCTION DEPARTMENT FOR AMATEURS

A department consisting of a work bench, vise and complete tool equipment for the use of ametuers in constructing their sets is open for their use at all times of the day. This has aroused considerable interest on the part of all boys of all ages who other wise would be unable to construct a set on account of the lack of tools and workbench.

Our extension of this service enabled us to sell quantities of part of radio equipment, suppling hook-ups, antenna installation, information and tuning in sets.

In erecting an antenna on our building we were troubled with an excessively powerful grind in the instrument which was found to be caused by a telegraph ticker wire about 6 feet from our antenna. By raisng our antenna another 10 feet this annoyance was eliminated.

A suggestion to radio amatuers using a vacuum tube set is to use an amplifying tube with an extra 22½-volt "B" battery as a detector tube. This will give decidely better results.

We have witnessed a few instances where a purchaser who purchases a vacuum tube and uses a new fully charged storage battery, burns out the tube by advancing the rheostat too far. This often happens in spite of repeated warnings. A good plan is to place a colored tag on the rheoknot cautioning the user against advancing too far. A burnt-out tube is an expensive experiment and incidentally they are very scarce articles at the present time.

"A" batteries commonly called storage batteries, can be taken care of by establishing a charging service, and by calling for and delivering them to people who have no means of conveying them to and from your store. By advocating the use of a hydrometer the amateur can keep himself posted as to the condition of the battery. This means another sale for the hardware store.

The best means of grounding a set is to use copper pipe strap attached to a water pipe which has been thoroughly filed, scraped and cleaned. The strap should be attached as tightly as possible and all connection should be soldered.

Several styles of lightning switches and arrester are being used. We have had the largest sale and success with the vacuum lightning arrester, which is made in both interior and exterior types.

These vacuum arresters require no attention after installation, as is the case with the cumbersome lightning switches, which in order to be effective must be thrown to the ground pole and which hazard the instrument and building if this is not done.

Antenna commonly known as "aerials," are of many and varied types. The single wire antenna used extensively in connection with crystal sets is very effective.

Three, four and six wire, also squirrel cage antennae, are used with vacuum tube and amplifying sets. The loop (interior) antennae is used frequently, but the exterior antennae gives the best results..

Antennae should be well insulated at each end, lead in wire to be soldered and run through a porcelain tube on entering the building.

Solid bare No. 14 copper wire is used, but we believe seven-strand No. 14 bare bronz wire has taken its place as the most effective wire for antennae use. Aluminum and tinned copper wire are also used to a certain extent.

TYPES OF DETECTORS

Crystal detectors are of many kinds. Some operators use crystal and others use mounted crystal. All types of crystal detectors are sure to sell well with a price ranging from 50 cents to $2.75.

We had about three dozen bottles of nickled-plating solution which did not sell readily. These were placed in a case in the radio department and in one week's time the stock was gone. Radio enthusiasts used it extensively to nickle-plate brass handles, switch lever stops, binding posts, etc., on cabinets where it was found that nickel finish made a better appearance against a bakelite panel than did a brass or bronze finish.

Another article which sold well was the automobile bulb box of wood with hinges and catch. We had about two dozen of these and they had been in stock for almost

two years. Our operator set a panel in one of these boxes and made a crystal set which we displayed. This resulted in a clearance of our stock of these boxes.

The manual training department of the public schools took an amateur radio receiving set construction as an advanced subject over the regular form of manual training subjects. We found that by placing blue prints of sets of all classes, together with samples of parts and their prices, in the hands of teachers of these departments, that it identified our concern with the pupils and their parents. This resulted in the teachers bringing lists of parts required by their pupils, and in a great many instances they brought the pupils themselves direct to us. On Saturdays when school is closed the boys visit us and purchase parts for their sets they are constructing for brothers or friends, and they are always welcome in our construction department.

The local theaters afford an opportunity for direct radio advertising on the screens. Advertisements in programs and a well-built, loud-speaking, amplifying set complete with price card and including installation placed in a display case in the foyer of the theatre will always give publicity to both you and the line. If you advertise in the program and on the screen the management of the theater will willingly allow a set to be placed in the foyer, where it will be an attraction for their patrons, as well as a direct advertisement for your store.

Radio magazines, radio pages of newspapers, interesting incidents, photographs of sets, blue prints of sets and wiring diagrams, broadcasting programs placed on the counter or table in the radio department of the store are always observed and read.

We feel that we are in a position to advise other hardware firms who have not as yet taken on a radio department that they can make no mistake in investing substantially in equipment of standard advertised merchandise that is guaranteed to give satisfaction. We believe that this summer will witness a slight decline in radio sales, but that fall will witness increased sales and that there will be a steady trade for the coming winter.

We are more than pleased with the success of our adventure in handling radio supplies in the hardware store and expect to retain a well-stocked radio department for the inccreased demands for radio in the near future.—Hardware Age.

WHAT CONSTITUTES RADIO INSTALLATION

Technical Parts Explained in Plain English—Every Hardware Merchant Should be Posted Whether He Establishes a Radio Department or Not.

RADIO receiving has passed the experimental stage and reached the point where it is a source of amusement, pleasure and instruction to the average person. As a matter of fact, the majority still regard radio as a means of receiving rather than transmitting.

Roughly speaking, there are three types of receiving sets of today, each with many modifications and varieties. The best known and least expensive is termed the Crystal Set. Many amateurs have constructed their own sets of this type, or they can be purchased complete. The radius of operation and efficiency is limited, ordinary to within twenty-five miles of the broadcasting stations, and requires the use of headsets, without permitting the use of a loud speaker.

The next set is called the Audion or Vacuum Tube, with a range up to 500 miles if only one dectector and one amplifier be used. By increasing the number of tubes the radius can be extended to a thousand miles or more.

The third type embraces the vacuum tube, the cabinet also containing a regulation phonograph equipment, whereby the one instrument, at the will of the owner, can be used for the receiving of wireless messages or the playing of phonograph records.

"Listening in" is far more enjoyable and much better results can be attained when the sets are understood in greater detail, and how and why the various instruments are used, rather than by "just turning a knob or a dial."

The function of a receiving set is to absorb the energy from the passing electro-magnetic waves sent out by the broadcasting stations in the form of what is technically termed radio frequency oscillations, and then to transform this energy into audible sounds, be it music, speeches, or what not; in other words, to make it possible to hear clearly and distinctly.

CONSTRUCTION OF RECEIVING SET

The principle parts of a receiving set include the antenna, or arial, which is a copper wire that intercepts or catches sound waves. Satisfactory results require at least one hundred feet of wire. With the improvements in amplification, it is now possible to use indoor aerials with splendid results. It is said that a well-grounded aerial will protect a whole city block from being struck by lightning.

The antenna transfer switch, which serves to connect the areial with the set itself, is another important unit, and telephone receivers, commonly called headsets, are essential. Radio phones are said to be of high frequency because of the great length of fine wire used in their coils, but as this wire is always the finest copper, the resistance of a good phone may be as low as 2,000 or 1,500 ohms. The ohm is the unit of resistance. As a matter of comparison, the average telephone receiver is less than 100 ohms. The cross-sectional area of the radio phone is low; therefore, higher resistance is not wanted, but cannot be avoided. A few turns of German silver wire would produce 2,000 ohms resistance, but no magnetizing effect.

Radio phones have permanent magnets to keep the diaphragm under a constant strain, to prevent hysteresis (heat) losses. They will not operate on oscillating current, because the inductive reactance is too great and the current cannot pass through the phone. Even if the current could pass, the diaphragm could not vibrate so fast, and if the diaphragm could vibrate at that speed the human ear would be unable to hear it.

The loading coil makes it possible to increase the wave length of the set, thereby enabling the user to hear a greater number of stations.

The receiving transformer is designed to transfer the weak oscillations of extremely high frequency from one circuit to another. In the words of the layman, this merely means a finer tuning, eliminating interference of other stations.

WHERE TO BUY RADIO

A partial list of Canadian sources of supply for Radio equipment is as follows:

Canadian Independent Telephone Co., Wallace Ave., Toronto.
Marconi Wireless Telegraph Co. of Canada Ltd., Montreal and Toronto.
Canadian National Carbon Co., Ltd., Toronto.
Dominion Battery Co., Ltd., Toronto.
Northern Electric Co., Ltd., Montreal.
Diamond State Fibre Co. of Canada, Ltd., 235 Carlaw Ave., Toronto.
Motor Sundries Corporation, Ltd., 414 Eastern Ave., Toronto.
Powley & Moody, Ltd., 105 Bond St., Toronto.
J. M. Paquin, 787 Queen St. West, Toronto.
Canadian Radio Electric Co., 782 Logan Ave., Toronto.
Chas. A. Branston, Ltd., 355 Yonge St., Toronto.
Gilbert-Menzies Co., Ltd., King St., W., Toronto.
Gilson Mfg. Co., Ltd., Guelph.
Jack V. Elliott Co., Hamilton.
Canada Metal Co., Ltd., Fraser Ave., Toronto.
Cam-Fish Co, Ltd., 70 King St. W., Toronto.
A. H. Winter-Joyner, Ltd., 62 Front St. West, Toronto.
Chadwick, Carroll Co., Hamilton.
Radio Supply & Equipment Co., 18 Adelaide St. W., Toronto.
N. Slater Co., Ltd., Hamilton.
Willard Batteries Ltd., Toronto.
Hepburn & Spotton, Ltd., Guelph.
Radio Sales Co. of Canada, 127 Victoria St., Toronto.
Stromberg-Carlson Telephone Mfg. Co., 35 McCaul Street, Toronto.
Electroplax Company, Ltd., York Building, Toronto.
Banfield & Son, Ltd., Pape Ave., Toronto.
Ontario Wind Engine & Pump Co., Toronto.
National Radio-Homes Service Corporation, 29 Temperance St., Toronto.
Century Telephone and Construction Co., Bridgeburg.
Barwick Radio Co., Hamilton.
Equator Mfg. Co., Ltd., Hamilton.
Signal Systems, Ltd., 11 Wellington St. East, Toronto.
Radio Supply Co. of Canada, 153 Victoria St., Toronto.
Caron Bros., 233 Bleury St., Montreal.
Fisher Electric Co., 77 Front St. East, Toronto.
Toronto Radio Co., 147 Victoria St., Toronto.
Dominion Radio and Supply Co., 152 Bay St., Toronto.
Radio Devices, Ltd., Gananoque, Ont.
Tomlinson & Forbes, 216 Victoria St., Toronto.
Radio Electric Products Co., Oakville.
Stanley Piano Co., 241 Victoria St., Toronto.
The Stilwell Co., Kent Bldg., Toronto.
Dominion Electric Supply Co., Ltd., 110 Queen W., Toronto.
Leslie Radio Supply Co., 685 Shaw St., Toronto.
Tools & Stampings, Ltd., 87 Jarvis St., Toronto.
Canadian Wireless & Electric Co., 36 Palace Hill, Quebec.
Keith S. Rogers, Charlottetown, P.E.I.
Windsor Radio Co., 26 Ferry St., Windsor.
Penberthy Injector Co., Ltd., Windsor.
J. B. Miller, 136 Vendome Ave., Montreal.
Radio, Ltd., Phillips Sq., Montreal.
Scientific Experimenter, Ltd., 33 McGill College Ave., Montreal.
French Ivory Products, Ltd., Queen St. West, Toronto.
John Millen & Son, Ltd., Montreal.
Perkins Electric Co., Montreal.
Montreal Radio Supply Co. 283 Bleury St. Montreal.
Galena Supply Co., Box 728 Cobalt, Ont.
Semmelhaach-Dickson, Limited 333 St. James St. Montreal.
Brock Radio Co., Ltd., 357 St. James St. West. Montreal.
Radio, Limited, Phillips Square, Montreal.
Minimax Storage Battery Co., Maisonneuve, Montreal.
Electric Supply Co., 283 Bleury St. Montreal.
Universal Radio & Electric Co., Windsor, Ont.

LEADING UNITED STATES MAKERS

Acme Apparatus Co., 190 Massachusetts Ave., Cambridge, Mass.
Adams-Morgan Co., Upper Station, Montclair, N.J.
American Pattern Fdry. & Mch. Co., 62 Church St., New York.
American Radio & Research Co., Merford-Hillside, Mass.
Andrea, Frank, A. D., 1882 Jerome Ave., New York.
Beacon Radio & Elec. Co., 246 Greenwich St., New York.
Clapp-Eastham Co., 161 Main St., Cambridge, Mass.
Corwin, A. H. and Co., 4 West Park St., Newark, N.J.
Crosley Mfg. Co., Blue Rock & B. O. Rly., Cincinnati.
Empire Radio Equip. Co., 271 West 125th St., New York.
Everett Elec. Corp., 320 Broadway, New York.
Freed-Eisemann Radio Corp., 255 Fourth Ave., New York.
Hatfield Elec. Co., Indianapolis, Ind.
Hofistra Radio Co., 600 West 127th St., New York City.
Jackson Battery Co., 1124 Jackson Blvd., Chicago.
Jewitt Mfg. Co., Inc., Newark, N.J.
Jones Radio Co., 384 Monroe St., Brooklin, N.Y.
Kennedy Colin B., Co., Inc., Rialto Bldg., San Francisco, Cal.
Marshall-Gerken Co., Toledo, Ohio.
National Motor Accessories Corp., 235 Broadway, New York.
Newman-Stern Co., Cleveland, Ohio.
Precision Equip. Co., Inc., Peebles Corner, Cincinnati, Ohio.
Radio Corp. of America, 233 Broadway, New York
Raymond Engineering Corp., 309 Lafayette St., New York.
Radio Electric Mfg. Co., 47 Warren St., New York.
Simplex Radio Co., 1013 Ridge Ave., Philadelphia.
Tuska, C. D., Co., 263 High St., Hartford, Conn.
Wireless Specialty Apparatus Co., Boston, Mass.



We carry a complete line of knocked down Receiving Outfits also parts for the making of Radio Apparatus.

Send for our latest Price List.

J. M. PAQUIN

787 Queen St. W. TORONTO



Absolutely Noiseless Wireless Batteries—At Last

You know how irritating those hissing and rattling noises become when receiving broadcasts.

Now they are a thing of the past. The Manufacturers of Reliable Wireless Batteries have discovered the secret of making a Wireless Battery that is absolutely noiseless, and that will give highest capacity for the lowest price in actual hours of Service.

You can easily prove this by ordering a set of Reliable Wireless Batteries from your Radio or Hardware Dealer, and attaching them to your Wireless.

Manufactured only by

The Dominion Battery Co., Limited
MONTREAL - TORONTO - WINNIPEG
CALGARY - VANCOUVER

THE DETECTOR'S FUNCTION

The detector apparently is the most important part of the set to the average person. It rectifies the incoming oscillations of the wave train into direct pulsating currents, thus enabling operation of the phones at audible frequency.

The broadcasting station transmit sound waves, termed radio frequency, at a rate as high as 100,000 oscillations a second, but the human ear cannot hear in excess of about 1,000 a second. Therefore, the detector actually transfers the waves from radio frequency into audible frequency.

When the condenser, which controls wave lengths, is put in series with the ground it tends to shorten the wave length. Placed in parallel to the open circuit, it permits the reception of longer waves. Placed parallel to the closed circuit, it is used to bring the secondary into resonance with the primary. Placed across the phone, it stores up the rectified oscillations and then discharges them through the phone with cumulative effect.

The buzzer circuit, which enables the operator to adjust his detector in advance to the maximum degree of sensibility, gives assurance that a calling station can be heard.

The safety or micrometer gap is connected across the aerial and ground terminal to prevent static discharges or strong near-by signals from throwing the detector out of operation.

The amateur, to increase his knowledge and obtain the best results, should study radio in the following order: Construction, arrangement, operation, function, care and principle of operation.

The crystal detector is mentioned so often that it is worthy of description. Galena is the most used mineral and is the best for the reception of weak signals. It is the most suitable for the set of short range. Carborundum as a detector is very stable and not affected by strong currents, but fails to be a good rectifier. Silicon is not as sensitive as galena, but is a better rectifier than carborundum. A sharp point of antimony pressing on silicon gives good results, but is not as sensitive as galena and will not give as loud and clear signals.

AUDIONS AND COUPLINGS

The simple audion or vacuum tube circuit consists of five parts, the bulb containing three elements; the filament, the grid or zig-zag wire, and the plate, which is solid metal; high voltage or B battery; low voltage or A battery; rheostat for control of the A battery voltage; condenser in series with the grid.

The primary advantages of the audion compared with the crystal is that it is more sensitive, is not so readily put out of adjustment, permits receiving from broadcasting stations at a much greater distance, and enables the use of a loud speaking horn, whereby sounds carry clearly in a large room and in auditoriums.

Coupling is the method of transferring the energy absorbed by the aerial from the primary to secondary. It permits a finer tuning, thus preventing interference when two or more stations are broadcasting simultaneously on a similar wave length.

Close coupling results in a larger transfer of energy from the primary to the secondary, and the circuits need not be in resonance. It is used for "listening in," as many wave lengths can be heard without readjustment.

Loose coupling gives a smaller transfer of energy from the primary to the secondary circuits. With this type the circuits must be in exact resonance. It is used in tuning out or preventing interference, as only one station and one definite wave length can be heard well.

The primary circuit is used for the original or crude tuning, which is transferred by mutual induction to the secondary circuit, which in turn gives the finer tuning.

When the broadcasting station and the receiving set have the same wave length they are said to be in tune or in resonance. Where the wave length is different naturally there must be an adjustment on the part of the receiving set.

The characteristics which determine the efficiency of the receiving set are: Range—detector and phone; audibility—condenser; selectivity—coupling.

To tune a receiving set to a distant broadcasting station it is necessary to adjust detector to its maximum degree of sensibility by means of the buzzer circuit. Set the secondary to approximately the desired wave length, using large values of capacity. Increase or loosen the coupling. Add or subtract inductance and capacity in the primary circuit until response is heard in the phone. Loosen the coupling until interference is eliminated or reduced to a minimum. Try new values in both circuits until the loudest sounds are heard with a minimum of static and interference.

If the secondary circuit is calibrated, it can be set at once to the desired wave length. The primary is not calibrated, due to the fact that no two aerials have the same wave length. After installing a set to a certain aerial, the operator can make proper calibration on the primary.

McMURTRY FEATURES RADIO

When the radiophone craze struck St. Thomas this year, it found Cyril McMurtry of G. A. McMurtry Company, ready for action. Three years in the service of His Majesty's navy as a wireless operator during the Great War had taught him the possibilities of radio and when the demand for radiophone equipment started, Mr. McMurtry quickly made announcements through the daily press that the McMurtry Company were fitting up a complete radio department in their store and were prepared to serve the needs of the city and district.

They soon found themselves almost swamped with orders and they have been forced to move part of their stock of stoves and other heavy merchandise into an adjoining store building to give them room to increase their stock of wireless equipment. A receiving outfit with a radius of more than 1,500 miles has been installed and practical demonstrations of the wonders of radio are being given. This departure has greatly stimulated their trade. Cyril McMurtry has charge of the new department and gives instructions in the erection of aerials and on other technical subjects. His naval training in this line has made him an authority and his services are in great demand.

Discussing the new department a few days ago, Mr. McMurtry declared that the business exceeded his most sanguine expectations.

"We have orders that will take us several weeks to fill," he asserted. "We can't get the equipment fast enough. Everbody seems to have been converted to radio."

The radio department has enlivened the business in the other departments, the management has found people who have been patronizing the store for wireless equipment are making it their general hardware headquarters.

Complete Line of

Wholesale Radio Supplies

WHOLESALE DEALERS ONLY

TORONTO RADIO COMPANY
147 Victoria Street, TORONTO

Wholesale Radio Supplies

See our two page ad in
June issue of "RADIO"
or
write us for price list and particulars of our full line.

The
Jack V. Elliott Company
Hamilton - Ontario

RADIO EQUIPMENT

Write for prices and discouuts for quantities.

Polished Aluminum Sockets with Bakelite bases.
Variable Condensers with extra heavy plates and Polished Bakelite ends. All sizes.
Binding Posts **Galena Cups**
Terminals with cross hole for phone connection.
Dials and Knobs **Contact Points**
Square and Round Brass Rod
Rheostats **Switch Arms**

We are manufacturers of all these lines.

Chadwick-Carroll Brass Co., Limited
120-122 MacNab Street North, Hamilton

Western Representatives
D. A. McDonald
141 Bannatyne Ave.
Winnipeg, Man.

Eastern Representatives
Harris and Roome
112 Roy Building,
Halifax, N. S.

RADIO TRADE CATALOGUE

Now in the mails to Radio Dealers, the most comprehensive Canadian Trade Catalogue yet issued.

A complete guide for the radio store. Shows the code, key to symbols diagrams and condensed description of radio communication.

Send your trade card or business letterhead when asking for catalogue.

STRICTLY WHOLESALE

JOHN MILLEN & SON, LIMITED

MONTREAL - QUEBEC - TORONTO
321-323 St. James Street 96 Crown Street 53-57 Adelaide St. West

Radio Trade Becoming Stabilized

Supply is on the Increase and Is Beginning to Meet the Demand.

FOR the first time since the commencement of its great popularity in Canada, the radio market is becoming settled. The call for this equipment has been so great that the dealers have been unable to maintain any stock and the manufacturers have had difficulty in manufacturing enough equipment to even keep the dealers supplied. It was impossible to maintain a stock that was in any way complete. With the coming of the summer holidays, the trade has fallen off to some extent, enabling the manufacturers to catch up with the demands. Toronto hardware dealers who have taken advantage of this new equipment are laying their plans for another big boom in the sale of radio supplies in the Fall.

Aikenhead Hardware, Toronto, have one of the most complete departments in that city. One of the first companies to start retailing this equipment, they have of a certainty made a big success of it. One complete department of their store is now devoted to this line and they pride themselves on being able to supply practically every bit of equipment necessary.

One of the first acts, after deciding to merchandise radio was to have aerials erected so that they could give practical demonstrations and more readily explain the operation of the mechanism. By means of this they can connect up any set that they have in the store. It has been their practice to have a set connected up with a magnavox attached so that anyone who is in the store can hear what is being broadcasted. This has been found to be a valuable asset, as it attracts many to the radio counter who may have gone into the store with a different purpose altogether.

Frequent use of good window displays have also aided them in making sales. The complete equipments, although they have not met with as great a sale as the parts, have been found invaluable in demonstrated or in dressing an attractive window.

BROADCASTING STATIONS

One of the most vital points in the radio world is having broadcasting stations within a close range. Many people cannot afford to buy an expensive vacuum tube outfit so that the crystal sets with a radius of about twenty-five or thirty miles are popular. To make a success of his radio sales the hardwareman should, then, first make sure that his town or city be close enough to one or more broadcasting stations, to create a demand for the crystal sets.

In some cities one of the local newspapers has arranged for the concerts, market reports, sporting news, etc., that are sent out. The newspapers find it a profitable advertisement.

There are so many regular hardware lines that are radio necessities that many hardware merchants are selling radio equipment unawares. The writer was in one store recently the owner of which distinctly did not approve of the policy of stocking radio, yet a moment after he had said this a young man walked into the store and bought some copper wire, a switch and some other articles that were undoubtedly for use on a radio outfit.

There will be a big rush for radio supplies in the Fall so the time to get in your stock is now and be able to meet the demand on an even footing with the other dealers.

CANADIAN RADIO ACTIVITIES

Radio Laboratories Limited, Toronto, have been incorporated with a capital stock of $250,000.

La Compagne Radio-Concert, radio accessories, Three Rivers, Que., have recently been registered.

The Commercial Club of St. John, N.B., is selling equipment as is also the Jones Electrical Company of St. John.

W. G. Douglas and S. G. Douglas are partners in "Douglas Radio Supply Company," Winnipeg.

Dominion Radio Phone and Supply Co., Toronto, registered.

Radio Sales Co. Ltd., Montreal, incorporated.

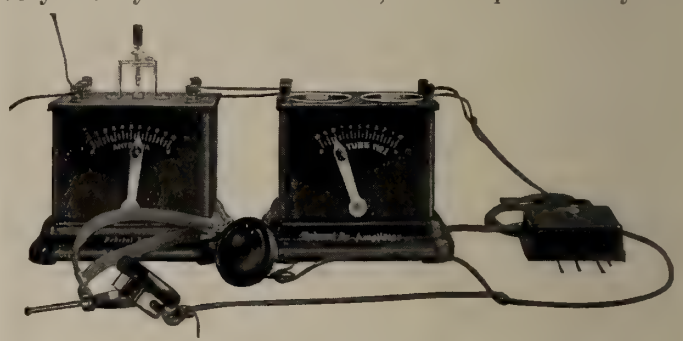
Radio Equipments, Cowansville, Que., registered.

Jewett Radio Phonographs Ltd., Windsor, Ont., incorporated.

FEDERAL JR. AMPLIFIER

The Federal Crystal Radio Receiver manufactured by the Century Telephone and Construction Co., Bridgeburg, Ont., which receives radiophone programs in a clear tone, without distortion, within a radius of twenty-five miles of a broadcasting station, is now being supplied with the **Federal Junior Amplifier,** which will increase this receiving range to approximately 100 miles.

The Federal Jr. Amplifier may be used for the reception of nearby broadcast stations and will give signals many times as loud as does the Federal Crystal Receiver alone. When these are used for the reception of very nearby broadcast stations, a loud speaker may be



used to make the signals audible without the use of telephones or many telephones may be connected to the Federal Jr. Amplifier and a great number of people may listen to the signals at once. It may be used to amplify the signals of any radio receiver and it works equally well with any of the many types of receivers using crystal or vacuum tube detectors.

It is supplied complete with all parts except the vacuum tubes and batteries and may be operated with any of the standard vacuum tubes. t is equipped with a battery connecting cable and a terminal block for connecting the battery.

ASSOCIATION CONTINUES TO GROW

SECRETARY MacPherson of the Ontario Retail Hardware Association is keeping up an active campaign for increased membership and on a recent visit to Windsor, Chatham and other Western Ontario towns secured 25 additional members as well as placing 50 price books with retailers.

Mr. H. J. Gaisman, president of the AutoStrop Safety Razor Company, sailed from New York July 5th on the S.S. "Paris" for England, where he will visit the London factory of the Company and some of the continental branch offices.

We are now manufacturing here and can give immediate delivery on

Radio Supplies

including complete Receiving Sets and all component parts and equipment.

Motor Sundries Corporation Limited
414-420 Eastern Avenue
TORONTO

DEALERS!

We were one of the first to Manufacture RADIO PARTS in Canada.

Before ordering, write us for prices.

—SPECIAL—

Concertwave Coils

Mounted or Unmounted

Canadian Radio Electric Co.
782 Logan Ave., Toronto, Canada
PHONE: Gerrard 3027

Telephone: Main 4958

TOMLINSON & FORBES

Manufacturers of
High Grade Radio Parts
LATERAL COILS
Cabinets, Sockets, Rheostats, Coil Mounts, Receiving and Amplifying Radio Sets, Plugs.

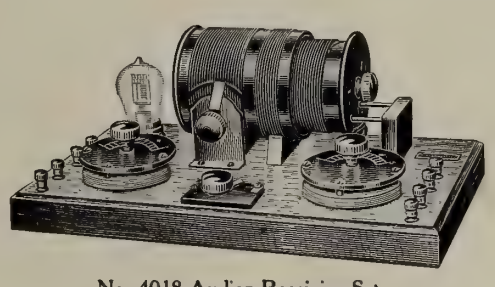
216 Victoria St. TORONTO, ONT.

Wholesale only

Leading Canadian Radio Jobbers

We handle the Best of all Standard Radio Apparatus and Equipment.

Dominion Radio and Supply Co.
General Offices:
152 Bay Street, Toronto, Ont.
Warehouse:— 65 Front Street East



No. 4018 Audion Receiving Set.
Retails without Batteries, Bulbs or Phones $37.50.

Gilbert's Radio

Audion Receiving Sets
Crystal Sets — 1 & 2 Step Amplifiers
Head Phones — Loud Speaker Horns
Accessories — Strain Insulators
Galena Crystals — Phone Condensers
Amplifier Transformers
Condensers, etc., etc.

The A.C. GILBERT--MENZIES CO.,LTD.
439 King Street W., TORONTO

"DON'T PUT IT OFF—PUT IT ON"

New Slogan Suggested at Paint Advertising and Sales Conference at Buffalo—Several Canadians Present—Address by H. E. Mihell Arouses enthusiasm.

"WE have been telling our salesmen that we don't want advertising to be an alibi for a poor salesman," said H. E. Mihell, sales manager of the Imperial Varnish and Color Co., Toronto, at the Buffalo conference on June 28 and 29. "We have also been telling them that in order to make advertising, our own individual advertising and the Save the Surface advertising, successful, that it must be backed up by salesmanship, by personal contact, increased personal contact not only of the salesmen but by the officers of the company.

"We have made up our minds this year to roll up our sleeves and get busy. This is about the procedure that we undertake. I might say that we are trying the experiment around our own home office to the extent that the other day the President of our company wanted to know what it would cost to equip a car and travel across the country.

"We picked out a centre in Ontario around which we have quite a lot of distributors. We sent out an invitation to a little dinner in that centre to the dealers and painters, and we asked them to send their clerks, truck drivers and anybody who was interested in the distribution of paint in that district. We gave them a little dinner and then we gave them a personal talk. Our Vice-president went along, our Works Manager, and myself. From two-thirds to three-quarters of the time is devoted to general merchandising. We give a certain amount of time to our own particular product.

"We take this viewpoint with the hardware man, that the more hardware he can sell in the community the more paint he is likely to sell, and the more paint that he is likely to sell the more hardware he is likely to sell. Our point is this: We want to get those men to be better merchandisers in the community. I myself go to the city clerk or the assessment commissioner of the town and get some idea of the population, the number of homes and buildings, the tenant occupied houses and the owner occupied houses and then we start to figure on the possibilities. It is a revelation to both the dealers and the painters in that town to learn the extent of possible paint business. We also take in the buying power of the farmer, estimating that the farmer should buy during the course of the year at least from twenty to twenty-five dollars' worth of merchandise.

"We had a meeting in Belleville, Ontario, in which our Vice-president took the opportunity of pointing out the possibilities. He said, 'If you have a man come in to buy hinges on a door, suggest to him to buy a lock or something of that sort.'

"This particular clerk left Belleville at two o'clock in the morning for his home at Port Hope. I dropped down there before nine o'clock the next morning. He was waiting on a farmer. He said to me, "Do you see that farmer just going out? Do you know what the fellow said last night about suggestive selling? I thought I would try it out. This farmer came in for two sets of strap hinges and said, 'You are putting up a door? He replied that he was. 'Well, how about a clasp for your door?' He said he would need one.

" 'What about a lock for this door?'

" 'I need a lock too.'

That man only had enough money to pay for the hinges, but he has gone down to the bank to draw out money to pay for the clasp and lock.' That shows that this personal contact and teaching the dealer to be a better merchandiser through our own personal contact with him does have an influence on him.

We had a meeting in Hamilton on Wednesday. On Friday morning we got a letter from a dealer for quite a large mail order and he put down in the corner, 'You can give the credit of this order to your meeting in Hamilton on Wednesday night.' The salesman covering that particular territory came in on the following Saturday and he pulled out several acknowledgements and said, 'There is the result of the meeting that we had in Hamilton.'

Going back again as to how we use the Save the Surface, our salesmen go about and say that this is "our own individual Save the Surface meeting," and in that way we get a lot of dealers and painters in that they probably would not get in if they thought it was solely for our own selfish interest. We have been able to interest dealers in the Save the Surface campaign in the various localities, some of them getting up on the floor and saying, "How in the world can we join up with this thing?"

In so far as the salesman is concerned, we also have the salesmen at all of these meetings. The salesman sees the men from the head office work on these propositions and I have found that a few days afterwards a point that was difficult to get into the head of that particular salesman was being used enthusiastically by him in selling our product and talking paint generally.

We also proceed on this idea illustrated by a concrete instance. I was out with one of our salesmen one day calling on one of our agencies. I wanted to go up and see Charlie Hartman, an old personal friend of mine. I started talking Save the Surface. I said, "Why don't you fellows get together in this town and pull together?"

He looked at me as much as to say, "What difference does it make to you?"

I said, "It is just this way. If you fellows in this town, your competitors, will sell four times the amount of paint that you have been selling, it is going to help our man sell four times the amount of paint. If our man sells four times the amount of paint in this community that he has formerly done, it is going to help you sell four times the amount of paint.

That is the spirit we endeavor to take up at these meetings. We want to see everybody sell four times the amount of paint in that community because it is going to help us. We can't get it all, but we want our share of the possibilities that exist in the community.

We are starting out on an experiment that has proved a success around our own home office and we are going to work out some method whereby we can extend that influence from coast to coast."

Mr. Mihell's talk was received with more applause than any given to other speakers, a tribute to the effective work being done by the paint manufacturers and their staffs in Canada.



"Save the surface and you save all" *Paint & Varnish*

The Seven

Floglaze

lines are

Exterior Finishes
Home and Farm Finishes
Art Shades
Velvet Finishes
Porch and Veranda Floors
Lac Shades
Auto Finishes

Registered **Floglaze**

The Finish That Endures

FLOGLAZE
"PORCH and VERANDA"

(The Can with the Blue and Yellow Label)

The rain and dampness of the spring season together with the severe weather which preceded it, have put a severe strain on the finish of Porch and Verandah floors.

They will be needing paint protection against the coming heat and moisture of summer. FLOGLAZE "PORCH AND VERANDAH" finish is especially adapted to protect against just such conditions.

Seven standard shades, giving a glossy, hardwearing surface; also suited for floors of schools, churches, kitchens, verandah steps or wherever hard usage is frequent.

FLOGLAZE PORCH AND VERANDA proves a strong and trusty arm in the paint department.

Floglaze
M L
FINISHES THAT ENDURE
QUALITY

Our dealer's booklet "A Guide to larger Profits" describes Floglaze Art Shades fully Write us for this book.

"Make 1922 Your Greatest Paint and Varnish Year"

THE IMPERIAL VARNISH & COLOR CO. LIMITED

HEAD OFFICE **TORONTO** CANADA

MONTREAL WINNIPEG VANCOUVER

Eastern Distributors
PAINT & VARNISH LIMITED
MONTREAL
243 Beaver Hall Hill

Sole Distributors for Manitoba, Saskatchewan and Alberta
MILLER-MORSE HARDWARE CO. LIMITED
"THE BIG WINNIPEG HOUSE"

Distributors for British Columbia:
The Callander Shore Co., Limited
155 Pender St. West
Vancouver

PUBLIC BUILDINGS SHOULD BE PAINTED

Vacation Season, Logical Time to Repaint Schools, Churches and Buildings used by community.

VACATION time brings with it plenty of opportunities for Paint Men everywhere in the number of potential painting jobs and sales of paint that suggest themselves at this season of the year. It is the one season when public buildings may be painted without hindrance and without disturbing their usual occupants. This condition should be recognized by the "A.P.O. Doers" and capitalized to the fullest extent.

Beginning with the school houses—look them over. Don't they need paint outside and inside—and the seats varnished? Then inspect the churches—while the pastors are away on their vacations they can be painted inside and out and the pews refinished. Look down the street to the court house or the city hall—wouldn't a coat or two of paint do wonders with the appearance of these buildings? The hospitals, too, might be made a bit more cheerful and sanitary by the judicious spreading of paint.

Size up the public buildings in your community from the angle of painting possibilities, and get after the business that such a survey suggests.

The superintendent of schools, with the actual work of supervising the education of the community's youngsters off his mind, temporarily at least, will be ready to listen to the suggestion that the school houses need paint. He also will be willing to pass on that suggestion to the school board with his own recommendation that the painting be done during the vacation period. His recommendation would pave the way for a favorable reception when you appear personally to urge a consideration of the paint and varnish you sell and the service you can render.

The number of churches in a community also offer logical painting prospects. The board of deacons or the vestry or other church governing body should be approached with the suggestion to paint up during the summer months when the congregation is diminished due to large numbers of churchgoers going away for the summer. Then church services could be suspended, the pastor given a vacation, and painting operations begun.

The vacation period is the cause of certain let-up in the activities of city government and is the logical season for the renovation and refinishing of the offices in the city hall. The city purchasing agent or the head of the Department of Public Works could be solicited on this business by both the dealer and the painter, and this would also provide an opening for the dealer to suggest paints for the refinishing of the wagons of the of the city departments, the renewal of the safety zone stripes on the downtown streets, the painting of corner sign posts, lamp posts, fire plugs, etc.

Summer time, too, is the recess period in courts, which would allow the painter to get busy in the various rooms in the court house. Letters from the dealer to the countys commissioners will start those men who have charge of the county's affairs to thinking about the refinishing of their administration buildings, and the county hospital, asylum and other institutions under their control as well.

Another opportunity for the dealer and the painter to make this summer his Greatest Paint and Varnish Summer is found in the Fair Grounds buildings. The fair will bring many visitors to your city this fall and they will quickly notice the changed appearance of the fair grounds if the buildings are given a fresh coat of paint this summer, and they will go away with the feeling that yours is an enterprising community. Perhaps these buildings have not been repainted for years and the members of the fair commission have not given the matter a thought. Then it is up to you to start action, the results of which will make this summer much more lively and more profitable for you.

There are theatres in your community that are closed for the summer months and nearly every live manager is constantly on the lookout for anything that will make his house more attractive to his patrons. Theatre managers, then, will listen to "paint up" arguments if they are presented properly and will be eager for suggestions tending toward the improvement of the appearance of their theatres.

To get the paint business and the painting jobs on public buildings means the carrying on of an active campaign with the authorities who have this work in charge.

The dealer will find that in every instance where he goes out after this business the manufacturer is willing to cooperate with him and will help the dealer with letters, literature and other resources at his command. This help, extended by the manufacturer through his advertising departments, can be obtained by the dealer, if he will furnish the manufacturer the names of those in charge of such improvement work. The manufacturer could then carry on a direct campaign to link up with the dealer's or the painter's campaign and the result of this two-fold effort should be the development or stimulation of much new business.

In organizing his campaign, the dealer or painter should recognize that in order to take advantage of the business opportunity offered by the refinishing of public buildings, he must go out after it. Letters and follow-up literature will not suffice. A personal call must supplement every other means of gaining the prospect's attention and consideration. When the manufacturer's salesman makes his next call on you, have him go with you to line up this public building business. Two men working toward the same end are better than one. Then, too, the manufacturer's representative will back up your arguments and advance some of his own which certainy will help you clinch the sale

Apropos of the value of getting out after business, a prominent manufacturer quoted by the *American Paint and Oil Dealer*, says that when dealers and contractors complain to him that business is "rotten," he asks them what method they employ to better this condition; whether they go out and solicit business from the people who actually need paint. In virtually every instance, he says, he finds they do not go out after the business, but are simply contended to sit and wait for it to come to them.

This manufacturer says that without exaggeration, full 95% of the people use paint and varnish only when they are actually shown that it is necessary to paint for the protection of their property. In other words, the average person buys paint or a contractor's services only when he has to, and this probably accounts for the fact that is apparent to most paint men that the average house or public building is allowed to go without paint two or three years longer than it should.

It is the manufacturer's contention that if the dealers and painters would only get out and sell the people that need paint, they would be swamped with business, and that the sooner dealers and painters realize they must sell their *services*, the more certain is the realization of the objective of the entire Paint Trade—"to double the industry by 1926."

A "BLUE" PAINT STORE

Ballou's Paint Store, Worcester, Mass., officially termed the best-known retail paint establishment in the United States, now has an even more attractive interior than has distinguished it in the past.

The "Blue Store" is the trade name adopted by H. A. Ballou, progressive proprietor of this distinctive paint store. Coupled with his enthusiasm and originality, the name has resulted in spreading broadcast over the country the name of Worcester, as the home of a merchant and business that stands out above all others in the same line.

In the appointments and innovations at the Ballou store, all decorative schemes have been carried out with the trade name in mind. The pleasing shade of blue adopted by Mr. Ballou predominates. It is everywhere. The walls, the shelving, the ceilings, office railings, and even the wrapping paper and string are blue. Everywhere is the blue bird emblem of Ballou's paint store, drawn cleverly on walls, ceilings and freizes.

An innovation is an archway built into the side of the store. It has brilliantly lighted dome and paneled sides. The panels are painted various colors, and the dome is splotched in an artistic way with all the colors of the rainbow. It attracts attention but that isn't its mission, primarily. It simply represents a novel way to display the samples of paint carried in the store. With the lights flashed on, the customer can study the shades and see just how they look when applied to surfaces.

Mr. Ballou has equipped his store with steel shelving, an innovation in store equipment, and this also is of the Ballou blue coloring.

3 QUESTIONS ANSWERED

What Make of Brushes Should I Sell?

Meakins Famous Rubberset Brushes—the kind they have been making for 70 years —since 1852.

Why Should I Sell That Line?

Because they are well known, are very attractive in appearance and they *live up to their reputation.*

Where Shall I Buy Them?

Your jobber can supply all your needs. Write us for information and catalogue showing our complete line.



M & S 1852

MEAKINS & SONS, LIMITED

HAMILTON - ONTARIO

Warehouses:

Winnipeg London Toronto

Montreal Vancouver

Pilkington Bros. - Calgary, Alta.

HARDWARE *and* ACCESSORIES YOU *can* SELL

New Goods and Selling Helps being Introduced to the Trade—Write to the Manufacturer for Additional Information and Mention this Paper.

ENTERPRISE PIPELESS FURNACES.

The Enterprise Foundry co., Ltd., Sackville, N.B., are making two models of pipeless furnaces which represent the latest and best developments in warm air heating systems, the new line being very thoroughly described and illustrated in a folder entitled "The Enterprise Blazer Pipeless Furnace" copies which will be sent to any dealer on request.

The Enterprise Foundry Co., claim that cast iron is the only metal that should enter into the construction of a good warm air furnace. It means longer life and freedom from smoke, dust and gas.

Formerly cast iron furnaces had been very high in price making them difficult to sell, but the Enterprise Foundry Co., say they have succeeded in quoting these new lines, one at an exceedingly low figure and the other at a moderate figure, in either case exceeding, they claim, the standard price charges for furnaces made of steel and cast iron combines.

The Enterprise Foundry So., have also issued a large booklet describing their complete line of 600 and 700 pipeless furnaces giving a number of sectional views and illustrating the various parts in a furnace in a very thorough manner.

NEW SUPERIOR ELECTRIC LINES

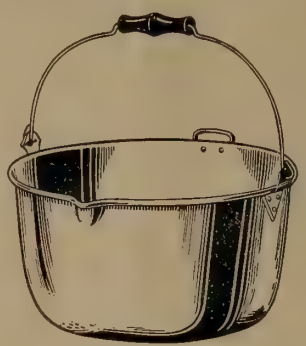
During the past year, Superior Electrics, Limited, Pembroke, Ontario, added several new products to their line of electric appliances. Among these was a complete line of electric ranges in all the various popular models such as cabinet ranges, 3, 4, and 6 hole burners with ovens, warming closets, etc., and unslung oven style, suitable for apartments where space is limited. The company purchased and installed a considerable amount of machinery and equipment suitable for manufacturing large hotel ranges as well as the ordinary domestic models.

A new line of patented electric water heaters, circulation type, was also developed by the company during 1921. This includes seven different sizes ranging from 600 watt type, which can be attached to the ordinary lamp socket, up to a 3,000 watt model. The efficiency of these heaters is high as the electric heating elements is surrounded on 5 out of 6 sides by water. The element may be inspected or renewed without interference with either the water connections or the electric supply current.

Another line developed and placed on the market during 1921 comprises 6 different sizes of electric soldering iron heaters. The company are looking forward to increased production during 1922.

VERIBEST PRESERVING KETTLE

The Veribest Aluminum Co., of Canada, Duchess St., Toronto, are introducing an improved preserving kettle. A wooden handle and a lipped spout have been added and additional sizes are being manuactured. The Veribest line is now very complete and the designs are very attractive.



ARTURUS HEADLIGHT VISOR

This is something entirely new in the way of headlight visors, and is manufactured by the Wooley Smith Co., Oakville, Ont. It has been approved by the Ontario Government as complying with the law governing anti-glare devices. The visor is made of polished aluminum, and is an attractive addition to any car. It is now available for Ford, Chevrolet 490 and Overland 75-90 models, and it is expected that by July models will be available for all cars.

ADJUSTABLE ANGLE WRENCH

Canadian Tools, Ltd., Bridgeburg, Ont., are making an adjustable angle wrench suitable for general and automobile use. The frame is tough malleable iron, thoroughly case hardened. The jaws are drop-forged steel, case hardened, expertly tapered and polished, and will stay adjusted in any position. They are offset 22½ degrees. The wrench is polished except web of handle. The manufacturers claim that for strength, efficiency and ease of operation this wrench is unequalled.

ROYAL ELECTRIC CLEANER

The Continental Electric Co., Ltd., Toronto, are manufacturing the Royal Electric Cleaner which cleans everything from attic to cellar including rugs, draperies, floors, cabinets and furs. The principal feature of the Royal Electric Cleaner is that it cleans with air alone, the necessity of a brush inside the nozzle being eliminated on account of the Royal's high speed motor and scientifically designed fan chamber. This does away with the brush inside and makes for greater simplicity, efficiency and economy, the manufacturers claim. A set of attachments is provided which enable the cleaner to do the work of various other household articles such as dusters, etc., and greatly enlarge the range of usefulness of device. The Royal Electric Cleaner retails at $65.

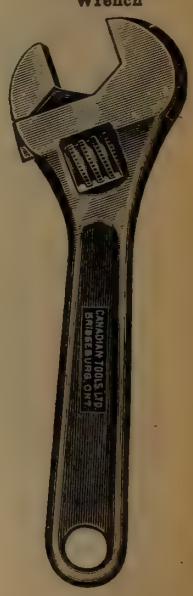
NEW SOLDERING IRON HANDLE

The Parker Supply Co., 785 East 135th St., New York, announces the Shur-Drip Soldering Iron Handle. The construction of the handle, which contains a hardened steel die locked into the wood which, the manufacturers claim, cuts its own thread on the stem of the copper, assuring an absolute hold without wobble or the possibility of the soldering iron coming off unless the handle is unscrewed. The die is so constructed that the heat travels downward and goes out from the vent hole in the back of the handle. The handle will be made in three sizes: No. 7 for soldering irons from one and a half to four pounds to the pair; No. 8 for soldering irons from four to eight pounds, and No. 9 from eight to twelve pounds.



Royal Electric Cleaner

Adjustable Angle Wrench



Trade News From Coast To Coast

A Monthly Summary of News Among Dealers, Jobbers, Manufacturers and Allied Interests

ALBERTA

Alliance—Darcy's Hardware badly damaged by fire.

Calgary—Metals, Ltd., are now distributors for Berry Bros., Inc., varnish manufacturers, in Alberta and East British Columbia.

BRITISH COLUMBIA

Vancouver—The Standard Sheet Metal Works Roofing Co., has been formed with W. N. Murray and R. J. N. Murray as partners.

Vancouver—The Campbell Hardware Co., has been formed.

Victoria—Western Canada Radio Co., incorporated at $50,000.

Vancouver—The Dominion Battery Co., Ltd., Toronto, have opened a branch warehouse.

Vancouver—The Granville Grocery & Hardware Co., has been registered. Several Chinese are principals.

Manitoba

Dauphin—Jacob Slopen is commencing a hardware business.

Hamiota—C. McMurachy, opening hardware store.

Morris—W. W. Humphries has purchased the hardware business of Mitchell Bros.

Selkirk—H. W. Reid & Co., have opened a retail hardware store.

Ninga—R. L. Mitchel, hardware, sold to Campbell Bros., formerly of Minto, Man.

Winnipeg—G. F. Stephens & Company, paint and varnish manufacturers, whose premises at Edmonton were burned, have purchased new property.

QUEBEC

Montreal — Canadian Distributing Co., Ltd., incorporated at $50,000 to act as manufacturers agents.

Montreal—Ciba Co., incorporated at $100,000 to manufacture chemicals, oils, metals, etc.

Nicolet—A. O. Simmoneau, who recently opened a hardware business, would like to receive manufacturers' catalogs with prices and discount sheets.

Quebec—W. G. Cooper of the Mechanics Supply Co., is dead.

Montreal—William Mosley, director and works manager of the Canadian Tube & Steel Products Ltd., died following a week's illness.

Montreal—Monarch Wire Products Ltd., incorporated at $80,000 to manufacture wire and steel products.

ONTARIO

Brantford—West Brant Hardware has opened for business with A. T. Briggs and A. A. Sinclair as principals.

Brantford—Edwin Chalcroft, retired hardware merchant, died at the age of 89.

Chatham—H. J. Willard, hardware merchant, dead.

Collingwood — The Georgian Bay Spring & Babbit Works have erected a new factory and will shortly manufacture a high-grade British babbit.

Durham—Archibald Hunter, hardware merchant and ex-mayor, died in his 72nd year following a prolonged illness.

Georgetown — R. H. Thompson, hardware, fire loss.

Islington—Kirby Bros., have commenced business as hardware and electrical merchants.

London — London Metal Products Ltd.,incorporated at $60,000 to manufacture articles of wood and metal.

Ottawa—S. S. Higman, Limited, recently incorporated, are building a new store at the corner of Wellington Street and Huron Ave., Ottawa. The members of the new firm are S. A. Higman, for many years associated with the Ottawa Paint Works and his brother H. S. Higman, who was with the firm of Higman & Sons, Limited, Rideau Street. Three former members of the staff of Higman & Sons, Limited, are with the new concern, these being A. J .Rudd, George Thompson and G. C. Armstrong. Geo. Higman will continue the Rideau Street business under the name of G. Higman & Sons, Limited.

Mt. Dennis—The Lyons Hardware, has commenced business at 789 Weston Road.

Mt. Dennis—Beatty's Hardware opened at 994 Weston Road.

Port Colborne—Messrs. J. C. Rawlins and J. Roy Martinson, have purchased the hardware business of Mr. Harrison, which will in future be known as the Martinson Hardware Co.

Springfield—R. Willis & Son succeed J. A. Chambers, hardware.

Toronto—The Taylor Instrument Co., Rochetser, N.Y., have purchased the property on 110-112 Church St., known as the Stevenson Building. It will now be called the Tycos Building.

Toronto—George Murray has opened a hardware store at 59 Prescott Ave.

The York Hardware Co. Ltd., recently established at 499 Bloor street west, are concentrating upon selling to the building trade rather than selling to retailers. G. M. Grantshee is manager.

Toronto—Donald F. Johnston Radio Ltd., incorporated at $40,000 to manufacture radio apparatus.

Toronto—Wm. Lindsay has commenced a hardware business at 1625 Dundas St. West.

Toronto—N. Smith, opening hardware store at 2443 Yonge St.

Toronto — Engineering & Radio Supplies, Ltd., incorporated at $100,000 to manufacture radio apparatus.

Tweed—The Steel Trough & Machine Co., are erecting two additions to their factory. An office has also been opened in Montreal to take care of Quebec business.

Welland—British Empire Cutlery Corp., Ltd., incorporated at $1,000,000 to manufacture cutlery, tools, etc.

Wellington—Coxall Bros., dissolved partnership.

Wyoming—John A. Rice, hardware merchant, died recently.

SASKATCHEWAN

Kronau—Ebenel & Schneider have succeeded Fred Schneider.

Rouleau—Rouleau Hardware Co., Ltd., has been incorporated.

Turtleford—Norman D. Nairn has opened a hardware and tinsmithing business.

Woodrow—Wright & Son, hardware, loss through burglary.

ELECTRICAL SPECIALTIES

Harvey Hubbell, Inc., Toronto, have manufactured—in addition to their regular line of electric wiring devices, such as sockets, flush receptacles, switches, etc. —a number of current taps, twin sockets, cord connectors and other devices known as "Conversion Specialties." A Hubbell current tap, or Te-Tap as it is now called, could be screwed into an ordinary light socket, and provided a side outlet with two Te-shaped slots, as well as a standard socket outlet at the bottom to receive the bulb.

This side outlet with its Te-shaped apertures, or Te-Slots as they are now called, receives the blade of any standard separable attachment cap, thereby making it posible to connect lamp, toaster, percolater, vacuum cleaner, fan or any other appliance by merely pushing the cap blades into the side outlet provided. Some months ago it was decided that certain devices, since they require no knowledge of electricity on the part of anyone installing them, could be sold directly to the public, in hardware stores. It was recognized, however, that the hardware merchant should not be called upon to study a complete line of electrical devices, nor to stock up with the usual large quantities of cord connectors, signal lights, Te-Taps, etc., which he might be called upon to supply.

From among the large number of "Conversion Specialties" manufactured in brass, porcelain, and composition, ten standard devices were selected, special patterns were designed for each device, and an assortment comprising thirty pieces was packed in a strong, four-color counter display container. This container is so designed as to comprise demonstration, display sales and advertising—in a space practically a foot square. Each device is illustrated and its proper use shown by small pictures. Practically no expaining is necessary, as full directions are obtained on each package.

Furthermore, on the back of the container, visible only to the clerk behind the counter, is a complete list of the devices, together with suggestions for their various uses. Thus, if a customer selects a Te-Tap No. 1, the clerk finds a suggestion on the back of the container that two or more of these devices should be purchased for various uses in the dining room in order that all lights on a chandelier used for power purposes may hang even.

The Hubbell Te-Tap-Ten provides the hardware dealer with a complete line of readily saleable electrical devices, requiring practically no sales effort on the part of himself or his assistant, and involving only a small outlay without heavy investment for "shelf goods." The Hubbell company will also give the dealer two-color circuars imprinted with his name for class distribution or enclosure with his mail.

HARDWARE MARKET SITUATION

The market situation is somewhat improved over a month ago, and from now on jobbers anticipate bettering conditions. Price is yet the uppermost thought in the minds of buyers, and for the first time in many months there is noted quite a respectable group of advances, a sure indication of improvement, indicating a demand for goods and a shortening in some commodities.

In basic metals iron and steel have advanced, the other metals have given and lost half a cart, up and down during the month, with general prices about the same figures as quoted a month ago. But demand has increased, and all metal men report heavier sales in June than in May.

A noticeable feature in metal movements is the imports of British tinplate which is supplanting American plate, which we have been using since pre-war days.

Cotton goods have increased in price due to the news of big rain storms in the South. These storms damaged, or created a fear of damage, to the crops, which made a demand on available supplies.

The recent budget announcement at Ottawa is also having some effect on prices. The increased sales tax has stiffened the market somewhat throughout the whole Dominion.

Radio equipment seems to have caught on with the hardware trade, not a few dealers making quite extensive showings of these goods. Jobbers report good business in this line, with some splendid orders received.

In declines a noticeable item is aluminumware. Quite a reduction is noted in this line of goods. Keen competition with strong hint of cutting are said to be responsible for the reduced prices.

Paint goods generally are stiffening. Nearly all dry colors are increasing in price by a few cents a pound. Turpentine has made a jump forward of about 20 cents in the month.

Lower production costs as well as strong competition has brought down galvanized ware prices.

PRICE CHANGES OF PAST MONTH

Advances

Cement—Advanced five cents a barrel on carload lots.

Drills—Advanced. Discount now 50 instead of 60 per cent.

Candle Wick—Advanced to 55 cents a pound.

Sash Cord—Advanced four cents a pound.

Cotton Rope—Advanced about nine cents a pound.

Seine Twine—Higher. No. 12 now 70 cents a pound.

Line or Awning Cord—Advanced to $2.25 per dozen for No. 3¼, white.

Cotton Clothes Line—Higher. Now $2.90 per dozen for 40 ft. hanks.

Iron and Steel—In bars these commodities have advanced 25 cents per hundredweight.

Black Sheets—Up 50 cents per hundredweight.

Shovels, Spades and Scoops—Advanced slightly, discount having declined from 55 to 53 per cent. off list.

Wrapping Twines—Advanced by three cents a pound.

Copper Sheets—Up one cent a pound.

Zinc—Advanced a cent to 11 cents a pound.

Paris Green—Advanced three cents a pound.

Rivets and Burrs—Higher by 10 per cent.

Boilers and Radiators—Advanced by changing discounts. Boilers are now at 10 per cent. off list, and radiators at 7½ per cent. discount.

Turpentine—Advanced 20 cents a gallon.

Arsenate of Lead—Advanced three cents a pound.

Declines

Ruby Lantern Globes—Declined from $5.40 to $4.25 a dozen.

Sleighs for 1922-23 winter season quotations at 35 per cent off list, making prices below those of last winter.

Rim Locks—Declined. Cast locks now $3 a dozen, and steel locks $3.75 a dozen.

Lanterns—Reduced about 25 per cent. Plain cold blast are now $9 a dozen.

Asbestos Paper—Reduced from $7.70 to $6.75 per hundredweight.

Manila Clothes Lines—Declined to $3 a dozen.

Shoefinders Tacks—New list issued shows reduction of about 10 per cent. on steel wire shoe rivets, heel and shoe nails, hob, Hungarian and channel nails.

Boiler Tubes—Easier quotations. Lapweld tubes lower by some five per cent.

WearEver Aluminumware — New list issued in June show reductions on many lines.

Galvanized wares—Declined about 15 per cent.

Auto Casings and Tubes—Declined over five per cent.

New Paris Green Prices

The new prices of Paris green for this season are as follows—hundred pound lots:—Half pound paper cartons, 40 cents a pound; one pound paper cartons, 38 cents; half pound tins, 42 cents; one pound tins, 40 cents; 25 pound tins, 36 cents; 100 pound tins, 34 cents; 250 pound kegs, 32½ cents; 600 pound barrels, 32 cents a pound.

DIAMOND STATE FIBRE CATALOGUE

The Diamond State Fibre Company of Canada Limited, 235 Carlaw Ave., Toronto, have just issued a new catalogue on Condensite Celeron which fully describes its properties, gives technical data, etc., and is illustrated. This catalogue should prove of great interest to manufacturers who are looking for an absolutely waterproof material that will also carry out all the other functions of a vulcanized fibre material.

ENGINAIR TIRE PUMP

This pump is made in Canada by Canadian Auto Products, Toronto, and it is simple, powerful, reliable and continually ready for use. It attaches to the forward end of the motor and it drives off the fan belt. Its installation is so simple to achieve that it may be attached in five minutes without boring any holes. It retails, including hose and guage, for twelve dollars.

TO MAKE RADIO LINE

The Electra Manufacturing Co., Ltd., Guelph, have recently been incorporated to manufacture electrical specialties including radio equipment, dry batteries, storage batteries, high frequency generators, light-ray and heat-ray reflectors, spark coils and condensers for scientific and medical application and standardized sets of lighting fixtures. Herbert E. Bates, formerly associated with G. E. B. Grinyer Co. of Guelph, and Theo. A. T. Bates are the incorporators.

A new tire pump is being manufactured by Tanco of Canada, Ltd., Windsor, Ont., and carry an unconditional guarantee. They are listed at $5.35 in the east and $5.50 west of Port Arthur. The overall height is approximately 22½ inches, the length of the handle 8 inches, length of base 8 inches and the stroke 18 inches. The bottom of the piston may be pressed home to the bottom of the pump, so that the pump clears itself on every stroke, furnishing its full capacity of air. They are durably

---

SUPER HYDRAULIC JACK TANCO TIRE PUMP

and carefully made.

This jack is distributed in Canada by the D. H. Williams Co., London, Ont. It is priced at $14 for a size capable of handling loads up to 3,000 lbs., and at $20 for loads up to 10,000 lbs. It is sturdy and enduring. The barrel containing the liquid which raises and lowers the jack is of high-grade bronze, and is sealed so that there is no possibility of the liquid escaping. A broad base with flanged braces provides a sure footing for the jack. The long handle gives ample leverage. This handle comes apart for convenience in fitting the jack into the tool box. The jack is lowered not by operating the handle but through a stud in the base of the jack. Turning this stud lets the load down easily and without jarring.

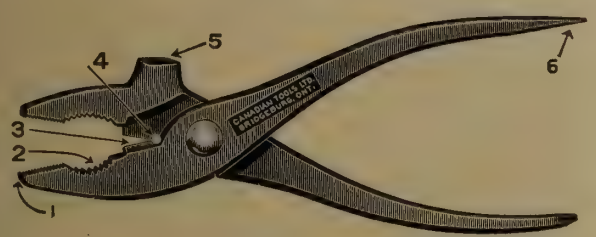
BELGIUM SUPPLANTS THE U. S. IN CANADIAN IMPORTS

Imports of plate and sheet glass into Canada during 1921 were little more than half those of 1920, although they were slightly above those of 1919. The noticeable thing in glass imports is that Belgium is again sending us most of our imports. The U. S., which sent in 1919 ninety per cent. of our glass imports, declined last year to six per cent., while Belgium reached eight-nine per cent.

"CANADIAN" TOOL TALKS NO. 2

A Very Unusual Plier

which combines SIX tools in ONE



The
SUPREME CANADIAN PLIER
(Supreme Six)
7-in. Combination Hammer and Shear.

It combines the following six tools; (1) Nippers or Pincers, (2) Pipe Pliers, (3) Tin Snip or Shears, (4) Wire Cutters, (5) Hammer (6) Screw Driver.

Remarkably well made, being drop forged from the highest grade carbon steel, fully tempered. Screw driver point is milled on—a novel feature in plier manufacture.

Two finishes, nickel and black.
No. 30-Black 7" Hammer and Shears.
No. 31-Nickel 7" Hammer and Shears.
Nickel pliers are wrapped in wax paper. Packed six in a carton; ten dozen in a case.

There's a big demand for this plier from Motorists, Householders and and Farmers.

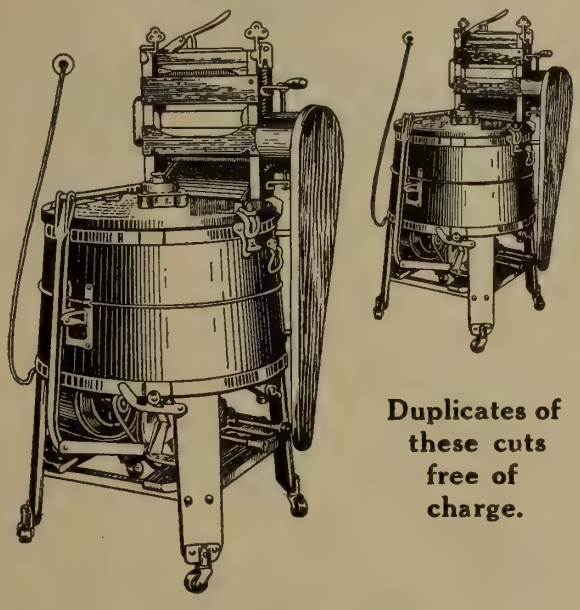
We guarantee a new tool for a defective one.

FROM YOUR JOBBER OR DIRECT

Canadian Tools, Limited
Bridgeburg - Ontario

SELL AN "ECONOMY" AND YOU SELL SATISFACTION

It sells easier because of its Lower Price, appeal its sturdy business like appearance, its intrinsic value is recognized at once.
It STAYS sold because it does all a woman wants a washing machine to do.



Duplicates of these cuts free of charge.

Look at these Selling Points

1—The price to you $108.00 less 30% (F.O.B. Ottawa)
2—Durable oversize heat conserving cypress Tub.
3—Fewest parts, all strong, convenient and carefully proportioned.
4—Large powerful 1/6 H.P. Motor.
5—Well guarded machine cut gears no noise.
6—Washer control, stop and start.
7—Wringer control, stop, start and reverse
8—Wringer safety release, best rubber rolls 11" Ball Bearing.
9—Washes and wrings at same time, metal tray supplied.
10—Full equipment, castors, oil can, fuse plugs, brass threaded drain cock.

Electrical equipment sells best at this season
ORDER NOW

Further information gladly sent on request.

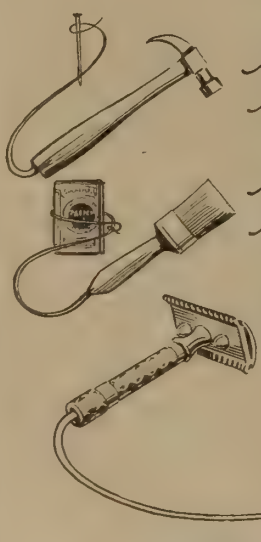
J. H. CONNOR & SON LIMITED
Manufacturers of:—Electric, Belt Driven, Water Power and Hand opeated Washing Machines, Clothes Wringers, Woodenware, etc.
OTTAWA - - CANADA
310 Chambers St. Winnipeg, Man.
McPherson Tetzel Co., Vancouver, B. C.

Sales with Tails



Says the Wise Old Owl

The Sales with tails
Are the sales that count



A hammer sells nails
And the two sales mount

A brush sells paint
And I make two trades

But Best of All—
THE GILLETTE
SELLS BLADES



There is most satisfaction and profit for you in selling the Gillette Razor with its "Ready to Shave" blade service.
You sell in the Gillette Razor a life-time of service to every customer.

You make a friend and build up a remunerative trade in the wonderful Gillette blades which do away with all fuss and bother. No honing--No stropping.

These things have made your Shaving Department the best corner in your store and the Gillette Safety Razor the best thing in the corner.

Gillette
Safety Razor

Gillette Safety Razor Co. of Canada, Limited

Montreal - Quebec

The quotations below are approximately correct for large lots in Toronto on the date mentioned.

CURRENT PRICES

TORONTO, JUNE 8, 1922

They may not be the same in any other jobbing centre owing to freight and other conditions.

METALS and SHEETS

Aluminum—Ingots, per pound, 20c.

Antimony—Per pound, 7c.

Brass—Sheet, base, 22c; rods, base ½ to 1 in., round, 19c; tubing, seam less, base, 25c. F. o b. Toronto.

Copper—Casting ingot, base, 17c; rods, ½ to 2 in., 28c; soft sheets, plain, 16 oz. and heavier, lb., 28c; plain tinned, 16 oz. and heavier, lb., 35c; polished and tinned, 16 oz. and heavier, lb., 40c; tubing, lb., 29c.

Above prices are full sheets and bars. Cut sheets and bars are 5c per lb. higher.

Coppers, Soldering—Base, 4 to 8 lbs., 35 cents per lb.; 3-lb., 38c; 2½-lb., 39c; 2-lb., 41c; 1½-lb., 44c; 1-lb., 48c per lb. F.o.b. Toronto, Hamilton.

Iron, Tinned—Lion and Crown Brand, Toronto in 22, 24 and 26 gauge. 36 x 96, 16c per lb.; 48 x 96, 17.50c per lb. Less than case, 50c per 100 lbs. extra.

Lead (pig)—$7.00 per hundred lbs.; sheets, 4 to 6 pounds per sq. foot, in rolls, 9c per lb. Cut sheets to size, 1c extra.

Iron—Bar, base, $3.00 per cwt.; angle iron, $3.10; horseshoe iron, $3.75; Norway, $12.50; toe caulk, $4.00.

Steel—Mild bars, $3.00; bands $3.50; tire, $3.25; spring, $6.00; sleigh shoe, $3.00; hoop, $4.00; crucible cast sheet, $28.00; cast tool, $18 to $30, according to grade.

Sheets, Blue Annealed—10 gauge, $4 per 100 pounds; 12 gauge, $405; 14 gauge, $4.10; 16 gauge, $4.20.

Sheets, Black—18 to 20 guage, $4.80 per 100 pounds;22 to 24 guage, $4.85 26 guage, $4.90; 28 guage, $5.00.

A change of 25 cents per cwt. is made for less than case lots; and an extra 10 cents per cwt. is charged on sheets 26 inches wide.

Sheets, Corrugated—No. 28 gauge, $6.50 per 100 sq. ft.; 26 gauge, $7; 24 gauge, $9; 22 gauge, $11; 20 gauge, $12.50; 18 gauge, $16; lighter than 24 gauge and wider than 27 inches, 75 cents a square extra. Discount 10 per cent.

Sheets, Galvanized—	Queen's Head	Fleur-de-lis
28 gauge, per 100 lbs..	$7.50	$7.00
26 gauge, per 100 lbs...	7.25	6.75
24 gauge, per 100 lbs...	6.85	6.35
22 gauge, per 100 lbs...	6.40	5.90
18-20 gauge, 100 lbs...	6.25	5.75
	Premier	Apollo
10¾ oz., per 100 lbs.....	$6.10	$6.60
28 gauge, per 100 lbs...	5.70	6.20
26 gauge, per 100 lbs...	5.40	5.90
24-22 gauge, 100 lbs.....	5.25	5.75
20-18 gauge, 100 lbs.....	5.10	5.60
16 gauge, per 100 lbs.....	4.95	5.45
14-12 gauge, 100 lbs.....	4.80	5.30

Plates (Canada)—Dull, 60 sheets, $5.30; ordinary, 52 sheets, $5.25.

Plates (Coke Tin)—IC. 20x28, 112 sheets, $13.00, IX, 20x28, 112 sheets, $16.00; IX, 20x28, 56 sheets, $8.50.

Plates (Charcoal Tin)—IX, 20x28, 56 sheets, $10; IXX, 20x28. 56 sheets, $12.

Plates, Terne—IC, 14x20, 112 sheets, $11.50.

Spelter— Per pound. 7¼c.

Tin—Ingots (100 lbs.), per lb. 35½c.

Zinc—Sheets, per lb., 11c.

Scrap—Iron, $11.50; iron pipe, $6; heavy copper, $10.50; light copper, $8; light brass, $3; heavy brass, $5.50; heavy lead, $2; tea lead, $2; zinc, $4.

PLUMBERS AND TINNERS' SUPPLIES

Boilers (Range)—30-gal., $17.50, standard disc. 50 per cent.; extra heavy, disc. 40 per cent.

Boiler Tubes—2 inch, seamless, $19; lapweld, $16.

Compression and Fuller Work—Compression work (standard), discount, 45%. Fuller work (standard), 30%. Bath cocks, compression, 38%; fuller, 25%. Flat way stop and waste cocks (standard), 54%. Brass steam cocks (standard), 50%; J. M. T., net list.

Fittings (Malleable)—Discounts 70 and 5 per cent.

Fittings—(Cast iron) fittings, 30%; malleable bushings, 32%; cast bushings, 32%; unions, 47%; flanged unions, 30%; plugs, cast iron, solid, countersunk, all at 30%; couplings, 4 in. and under, 30%; do., 2½ in. and larger, 10%.

Nipples, Wrought—Close and short, 4 in. and under, 60%; 4½ and larger, 50%; long, 4 in. and under, 65%; 4½ in. and larger, 55%; running thread, 4 in. and under 40%.

Oakum—Special No. 1, $15; plumbers', $6.30 per cwt.

Packing — Fine jute, 17c a pound; coarse jute, 18c; hemp, 36c; square braided hemp, 38c; No. 1 Italian, 44c; No. 2 Italian, 36c.

Pipe (Wrought)—Price List No. 54, Dec. 22, 1921,

Standard Buttweld Pipe S-C per 100

Size.	Blk. Steel	Galv. Steel	Blk. Gen.Wrot.Iron	Galv. Gen.Wrot.Iron
⅛ in.	$ 6.00	$ 8.00	$ ...	$ ...
¼ in.	3.84	5.94	7.20	9.30
⅜ in.	3.84	5.94	7.20	9.30
½ in.	4.85	6.46	7.31	8.93
¾ in.	5.87	7.71	8.86	10.70
1 in.	8.16	11.05	12.58	15.30
1¼ in.	11.04	14.95	17.02	20.70
1½ in.	13.20	17.88	20.35	24.75
2 in.	17.76	24.05	27.38	33.30
2½ in.	28.08	38.03	....	....
3 in.	36.72	49.73	....	....
3½ in.	47.84	63.48	....	....
4 in.	56.68	75.21	....	....

Standard Lapweld Pipe S-C, per 100

Size.	Blk. Steel	Galv. Steel	Blk. Gen.Wrot.Iron	Galv. Gen.Wrot.Iron
2 in.	21.46	27.38	31.08	37.00
2½ in.	31.50	40.05	46.80	56.16
3 in.	41.31	53.55	61.20	73.44
3½ in.	48.76	65.32	72.68	89.24
4 in.	57.77	77.39	86.11	105.76
4½ in.	66.04	86.36	1.04	1.24
5 in.	76.96	100.64	1.21	1.45
6 in.	1.00	1.31	1.57	1.88
7 in.	1.33	1.76	2.02	2.45
8L in.	1.40	1.85	2.13	2.58
8 in.	1.61	2.13	2.45	2.97
9 in.	1.97	2.59	2.97	3.59
10L in.	1.32	2.40	2.75	3.33
10 in.	2.35	3.09	3.54	4.28

Pipe (conductor), plain, round or corrugated, in 10-ft. lengths—2 in., $18.40 per 100 ft.; 3 in., $22.30; 4 in., $29.60; 5 in.. $40; 6 in., $49. Less 70 and 10 per cent.

Elbows—(For conductor pipe) 2 inch, $5.25; 3 inch, $6; 4 inch, $10.50; 5 inch, $24; 6 inch, $29. Less 60 per cent.

Pipe (Lead)—12c a pound. Waste pipe, 13c; over 8 inch, 14c. Less 10%.

Pipe (soil)—Med. and extra heavy—2 in., 3 in., 5 in. and 6 in., 40%; 4 in., 40-5%; 8 in., net.

Pipe (Soil) Fittings—2, 3, 4, 5, 6 in., 50 and 5%, 8in., net.

Pipe (stove)—Net list.

Registers—Warm air, japanned and common oxodized, 35% from standard list.

Solder—Wire, 30c a pound; strictly, 22½c; commercial 21c; guaranteed, 24c; wiping, 21c.

Tinners' Trimmings—Plain 50 and 10, retinned, 50%.

Traps and Bends—Discount, 17½%.

Trough (Eave)—O. G. Square bead and half round: Per 100 ft.: 8 in., $15.90; 10 in., $17.70; 12 in., $21.20; 15 in., $28.80; 18 in., $36.50. Less 70%.

Valves — Globe, angle and check (standard), 15%; J.M.T., 20 and 10%; J.M.T. "C," 25 and 10%; J.M.T. gate valves, 25 and 10 %; Jenkins' gate or straightway, 25 and 10%; Jenkins' Globe, 19 and 10%; radiator valves (standard and removable disc), 58%; Emco check valves (standard), 25%; Emco J.D. rad. valves (screwed), 33%; Emco swing check valves, ⅜ and ½ in. sizes, 40%; other sizes, 33%; Webber gate valves, 33%; Emco gate valves (standard), 25%; Emco globe valves (standard), 25%.

Valves, Foot—1¼ in., blk. 70c, galv. $1; 1½ in., blk. 85c, galv. $1.30; 2 in., blk. $1.20, galv. $2.10.

Washers, Wrought — Round, plain. Sizes given are size of hole. In boxes of 50 lbs. list prices per 100 lbs.—¼ in., $28; 5/16 in., $34.40; ⅜ in., $22.80; 7/16 in., $21; ½ in., $19.60; 9/16 in., $18.80; ⅝ in., $18.60; 11/14 in., $18.40; ¾ in., $18.20; 13/16 in., $18; 1 1/16 in., 1⅛ in., 1¼ in., 1 5/16 in., $18.90; 1⅜ in., 1½ in., 1⅝ in., $18.40; 1¾ in., 1⅞

in., 2 in., 2⅛ in., $19. Discount, 60% f.o.b. Montreal, Hamilton, Toronto, London and Halifax.

Car lots allowance to following points: Windsor, Walkerville, St. John, Moncton, Amherst, New Glasgow, Freight allowance: Fort William and West, 10c per 100 lbs.

Net extras, 26 to 40 lbs. of a size, $1; 25 lbs. of a size or less, $2 per 100 lbs. Package allowances—if taken in kegs about 175 lbs. each, allowance 10c per 100 lbs.; if taken in bags about 100 lbs., allowance 15c per 100 lbs.

HARDWARE

Adzes (Carpenters')—No. 1, per doz., $21; lipped, $30.

Ammunition (American)—Winchester and Savage advance on American list, for rim fire ball cartridges, 2½%; centfire blank and shot cartridges, 10%. Remington Union Metallic list plus 2½%.

Ammunition (Dominion) — Discount 55%; Crown, Regal and Sovereign, 50 and 2½%; Imperial and Canuck, 50 and 5%.

Shot, standard, 100 lbs., Toronto, $14.25; Montreal, $13.50; net extras, as follows, subject to cash discounts only: Chilled, $1.50; buck and seal, 80c; No. 28 ball, $1.20 per 100 lbs.; bags less than 25 lbs., ½c per lb.; f.o.b. Montreal, Toronto, Hamilton, London, St. John and Halifax freight equalized.

Animal Ties—Cow ties, list plus 25 per cent.; trace chains, list plus 25 per cent.; dog chains, list plus 20 per cent.; halter chains, net; tie-out chains, net; stall fixtures, Dominion, $2.80 per doz.; heavy, $2.

Augers (post hole)—Rodgers make, 8 inch, $29.40; 9 inch, $30 a dozen.

Axes—Boys', doz., $10.50; Hunters', doz., $9.50 single bits, doz., $15.00; double bits, doz., $17.

Bench Axes—Per doz., No. 1, $35; No. 2, $40; No. 3, $45; No. 4, $49; No. 5, $54; No. 6, $60; No. 7, $66. Discount, 60 per cent.

On weights heavier than base add to list as follows: Group 2, 50c; group 3, $1; group 4, $1.50; group 5, $2; group 6, $2.50; group 7, $3.50.

Bale Ties—Single Loop—No. 12, $4.50; No. 13, $4.60; No. 14, $4.70; No. 15, $5; No. 16, $5.20. Cross head—No. 12, $5.10; No. 13, $5.20; No. 14. $5.50; No. 15, $5.95; No. 16, $6.40.

Baskets (Willow)—Delivery (handled), per doz., $7.50 to $11; splint, clothes or meat, per doz., $2 to $2.85; oblong clothes, per doz., $10.50 to $14.75.

Baskets (Wire)—Vegetable — Half bushel, each, 90c; 1 bushel, each, $1.30; 1½ bushel, each, $1.80.

Belting (Leather)—Discounts apply to revised list of Nov. 4th, 1920. Extra quality, 30 per cent. Standard quality, 30/10 per cent. Side lace leather, lb., $1.60; cut lace leather, lb., $1.80.

Belting (Canvas)—65 per cent. off

Bits, Auger—(Standard list prices per dozen): 3-16, $6; 4-16, $5; 5-16, $5; 6-16, $5; 7-16, $5; 8-16, $5; 9-16, $6; 10-16, $6; 11-16, $7; 12-16, $7; 13-16, $8.25; 14-16, $8.25; 15-16, $9.50; 16-16, $9.50; 17-16, $12; 18-16, $12; 19-16, $14; 20-16, $14; 21-16, $16; 22-16, $16; 23-16, $18; 24-16, $18; 25-16, $21; 26-16, $21; 27-16, $24; 28-16, $24; 29-16, $27; 30-16, $27; 31-16, $30; 32-16, $30.

Discounts from Standard list prices: Ford auger bits, add 15%; Ford car bits, add 7½%; Beaver, 35%; Gilmour auger bits, 25% ; Gilmour special 40/5; Gilmour car bits, 12½/5; Irwin auger bits, net; Irwin car bits, net: Mephisto regular, 10%; Mephisto electrician, net; Mephisto car auger bits, 10%; Keystone auger bits, 30%.

Boards (Bake)—	⅜ Rim.	¾ Rim
No. 0—16 x 22, doz.	$ 7.50	$11.00
No. 1—18 x 24, doz.	9.00	11.50
No. 2—18 x 29, doz.	11.00	13.00
No. 3—20 x 30, doz.	13.00	17.00

Boards (Ironing)—No. 1, Daisy, $35 per doz.; No. 10, Daisy, $40 per doz.; No. 33, $21 per doz.; No. 35, $38 per doz.; No. 36, $43 per doz.; Perfection, $40 per doz.

Boards (Wash)—Baby Globe, $2.45 per doz.; Beaver (brass), $8 per doz.; Competition Globe (metal), $5.90 per doz.; Diamond King (glass), $7.50 per doz.; Enamel Queen, $9 per doz.; Glass Globe, $7.50 per doz.; Improved Globe, $5.25 per doz.; Jubilee, $5.80 per doz.; Neptune, $5.25 per doz.; Waverley, $5.25; Newmarket King, $5.80 per doz; Pony, $2.45 per doz.; Royal Globe (zinc) $5.25 per doz.; Original Globe, solid back, $5.95 per doz.; Standard Globe, $5.25 per doz.; Supreme (zinc), $6.50 per doz.; Western King (Enamel), $9 per doz.; Canuck (glass), $7.50; Pearl, (S.M.P.), enamel, $5.40.

Bolts and Nuts—Discounts herewith apply to standard list. Carriage bolts ($1 list), ⅜ in. diameter and smaller, 6 in. and shorter, 47½%. Carriage bolts ($1 list), ⅜ in. and longer lengths, 40%. Carriage bolts ($1 list), 7/16 in. and larger, 40%. Machine bolts, ⅜ in. and smaller. 4 in. and shorter, 55%. Machine bolts, ⅜ in. and smaller, longer lengths, 42½%. Machine bolts, 7/16 in. and larger, 42½%. Sleigh shoe bolts, all sizes, 30%. Coach and lag screws, 55%. Bolt ends, 42½%. Square head blank bolts, 42½%. Plow bolts, 1, 2, 3 head, 35%. Elevator bolts, corrugated heads, 60%. Fancy head bolts, 30%. Shaft bolts ($3 list), 30%. Step bolts, large head ($3 list), 30%. Whiffletree bolts, 30%. Tire bolts, 52½%. Stove bolts, 72½%.

Nuts, 2 in., and smaller, square. Blank, off net list, $1.25. Nuts, 2 in. and smaller, square, tapped, off net list 25c. Nuts, 2 in. and smaller, hexagon. Blank, off list, 75c. Tapped, off list, 75c.

Terms—Cash in 30 days from date of shipment, less 2 per cent.

Borax—Lump crystal borax, 10c lb.

Brooms—No. 5, 4 strings, $6.65 per doz.; No. 5, standard, $7.50 per doz.; Little Beauty, $9.40 per doz.; Royal Blue, $13.90 per doz.

Butts — (Wrought Steel)—No. 840, less 17½%; No. 800, net; No. 838, less 10%; No. 808, add 10%; No. 804, less 17½%; No. 802, net; No. 810, add 25%; No. 814, add 25%.

Cans (Milk)—At list plus 15%.

Cement (Portland)—In carload lots, per bbl., $3.75. Less than car lots: Per bbl., f.o.b. yard, $4.40 per bbl., delivered, $4.60. Single bags, $1.15 each, 4 bags to barrel. Extra charge of $1.50 per load on less than 24 bag lots. Rebate, 20 cents for empty sacks.

Chisels (Broads')—List less 40 p.c. for plain.

Choppers (Food)—Universal—No. 0, $16. a dozen; No. 1, $18.75, No. 2, $22.75; No. 3, $30.75.

Choppers (Meat)—Enterprise—No. 5, $27 a doz.; No. 10, $43; No. 12, $37.20.

Home—No. 55, $16.10 a dozen; No. 65, $21.18; No. 75, $28.18. F.o.b. St. Mary's.

Gem—No. 20¾, $21.60 a doz.; No. 22, $25.80; No. 24, $34.20.

Churns (Barrel)—No. 0, each, hand, $9.75; No. 1, hand, $10.05; power, $13.05; No. 2, hand, $10.65; power, $13.65; No. 3, hand, $11.40; power, $14.40; No. 4, hand, $13.80; power, $16.80. No. 5, hand, $14.55; power, $18.10. Net list f.o.b. Montreal, Ottawa, Kingston, Toronto, Hamilton, Fergus, London, St. Mary's.

Clippers (Horse)—Newmarket, $3.00 per pair. No. 1 B.B. Stewart Horse Clipper, $14 list, less 25 per cent.

Clocks (Alarm)—Big Ben and Baby Ben, each, $3.43; Good Morning, each, $1.40: Lookout. $1.90; Sleepmeter $2.10.

Clothes Bars—No. 2, $19 per doz.; No. 3, $14.40 per doz.; No. 4, $11 per doz.; No. 5, $16 per doz.; No. 6, $13 per doz.

Clothes Horses (folding) 6 feet, per doz., $13.50 5 feet, $11; 4 feet, $9.

Extension—6 feet, $27; 5 feet, $22; 4 feet, $18.

Clothes Lines (Galvanized)—No. 18, 100 ft. lengths, $5.65 per 1,000 feet; 50 ft. lengths, $6.25; No. 19, 100 ft. lengths, $4.75; 50 ft. lengths, $5.56.

Clothes Lines (Manila)—$3.00 per dozen.

Clothes Lines (Cotton)—40 ft. hanks, $2.90 a dozen; 48 ft. hanks, $3.50; 60 ft. hanks, $4.40.

Clothes Line Reels—No. 3, $17.50 per dozen; No. 3½, $19.75; No. 4, $32.50.

Cobbler Sets—Common, per set, $1.00.

Coil Chain—	Proof	B B B
3/16 inch, electric weld.	$15.40	$18.80
¼ inch, electric weld...	14.60	17.20
5/16 inch, electric weld.	12.15	15.20
⅜ inch, electric weld...	10.40	13.25
⅜ inch, fire weld.....	13.20	15.40
7/16 inch, fire weld....	11.30	13.30
½ inch, fire weld.....	10.20	12.40
⅝ inch, fire weld.....	10.70	12.90

Combs, Curry—No. 101, $1.40 per dozen; No. 111, $1.60; No. 121, $1.70; No. 127, $2.30.

Combs, Cattle—No. 98, $2 per dozen; No. 100, $2.85.

Cord (Sash)—Hercules No. 6, 57c a pound; No. 7, 56c; Nos. 8, 9, 10, 12, 55c.

Cord (Awning)—White, 3½, $2.55; 4, $3.40; 4½, $4.65 per pound. Drab, 4, $4.00; 4½, $5.75 per pound.

Crowbars—$8.00 per 100 lbs.

Dampers—Cast, Champion, 5 in., $1.42 a dozen; 6 in., $1.57; 7 in., $2.10.

Doors, Screen—Kasement, No. 2, oak stain, varnished, including hardware sets: 2 ft. 6 in., $39.60 per dozen; 2 ft. 8 in., $40.20; 2 ft. 10 in., $40.80; 2 ft. 7 in., $41.40.

Drills—Standard lists. Blacksmiths', ½ in x 2½ in. shank, each, ⅛, 45c; 5/32, 45c; 3/16, 50c; 7/32, 55c; ¼, 60c; 9/32, 65c; 5/16, 70c; 11/32, 75c; ⅜, 80c; 13/32, 85c; 19/32, $1.20; ⅝, $1.30; 21/32, $1.40; 11/16, $1.50; 23/32, $1.60; ¾, $1.70; 25/32, $1.80; 13/16, $1.90: 27/32, $2; ⅞, $2.10; 29/32, $2.20; 15/16, $2.30; 31/32, $2.40, 1, $2.50. Intermediate sizes take next larger size.

Bit Stock—List per doz., less 60%: 3/32, $2.70; ⅛, $3; 5/32, $3.50; 3/16, $4; 7/32, $4.50; ¼, $5; 9/32, $6; 5/16, $7; ⅜, $8.50; 7/16, $10.50; ½, $13; 9/16, $15.50; ⅝, $18; 11/16, $21; ¾, $24; ⅞, $30. Blacksmiths', ½ in. shank, straight shank, wire, taper shank, round shank, jobers, 50%; ratchet, 10%.

Egg Crates—Humpty Dumpty, $6 a dozen; H. & D., $5.80.

Files and Rasps—These discounts apply to list of Nov. 1, 1899: Great Western, Amer., 50%; Kerney Foot Arcade, 60/5%; J. Barton Smith, Eagle, 55%; P. H. and Imperial, 60/5%; Globe, 60/5%; Nicholson, 40%; Black Diamond, 40%; Delta Files, 20%; Firth Files, 50%.

Grindstones—Under 40 lbs. weight—Smaller than 2 in. face, $4.75 per hundred pounds; two in. and over, $4.

40 to 80 lbs. weight—Under 2 in. face, $4.25 per hundred pounds; 2 ins. and over, $3.75; Bi-Treadle, each, $9.75; Cycle BB, $8.75.

Grindstone Fixtures—No. 22, $8.67 per dozen; No. 23, $9.37; No. 2½, $10; No. 3, $11.50.

Halters, Rope—Sisal, 7-16 in., $21 per gross; 9-16, $33. Jute, 7-16 in., $19; 9-16 in., $28.50.

Hame Fasteners—(Dodson), $4.60 per dozen.

Hammers, Nail—No. 21, $10.50 per dozen; No. 1, $13.50; Nos. 1½, 61½, $13.00.

Hammers, Sledge—(Canadian), 2-2½ lbs., $20 per cwt.; 3-4½ lbs., $18; 5 lbs. and over, $12.50.

Blacksmith Sledge—Under 5 lbs., $18.75; 5 lbs. and over, $13 per cwt.

Masons—2-3½ lbs., $25 per cwt.; 3-4½ lbs., $23; 5 lbs. and over, $18.

Hammers, Striking—No. 38, No. 46, 5 lbs. and over, $12.50 per cwt. Double-face striking—Under 5 lbs., $18.75; 5 lbs. and over, $13 per cwt.

Hammers, Machinist—No. 30, 1 lb., $8 per dozen; No. 30, 1¼ lb., $8.75.

Hammers (Maydole)—No. 1, $18.25 per dozen; No. 1½, $16.80; No. 11, $18.25; No. 11½, $16.80; No. 12, $15.75; No. 13, $14; No. 23, $12.75.

Handles (Wood)—All hickory handles, list less 10%; all oak, ash and maple handles, net list; hay fork, hoe rake, shovel and manure fork, net list; Whiffletrees, double-trees and neck-yokes, list less 10%; wood rakes, list less 10%; horse pokes, list less 10%. Terms, all goods f.o.b. factories, 2% 10 days, net 30 days. O-Cedar Mop Handles, net, $2 a dozen.

Hangers, Barn and Parlor—Storm King No. 42, list less 20-10%; Safety No. 20, list less 20-10%; Reliable No. 1, list less 20-10%; Round Trolley No. 1917, list less 33 1/3 & 5%. Atlas No. 0, $13.35; No. 1, $13.80; No. 2, $15.85; Stearns, 4 in., $12.80; 5 in., $16.00. Perfect, No. 1, $10.50; Canada, $13.25; Hatch, $13.25; National, $12; America, $19; Great West, $30.

Hatchets, Shingling—No. 1, $9.75 per dozen; No. 2, $10.75.

Hatchets, Lath—Nos. 3 and 4, $10 per dozen; No. 4, $10.75.

Hatchets, Barrelling—Nos. 50 and 60, $14 per dozen.

Hatchets, Claw—No. 7, $11.00 per dozen; No. 8, $11.50.

Heaters, Electric — Glower Heater, $10; Heatray Heater, $12. Discount, 25%-33%, according to quantity.

Majestic, 1 burner, $11; 2 burner, $16. Discount, 27½%. Universal, $13.80. Discount, 20 and 5%.

Hinges (Blind)—Clark's No. 1, $2.22 per dozen sets.

Hinge, (Spring)—No. 200 and No. 20, $21.25 per gross; Ajax Floor No. 3111, $1.85 per set.

Reliance Door No. 270—Light, per doz., $3.15; medium, per doz., $4.20; heavy, per doz., $6.40.

Hoes—Grub, $6.75 per dozen.

Hinges—Heavy, in bulk. Doz. pairs: 4 in., strap, $1.65; tee, $1.40. 5 in., strap, $2.00; tee, $1.70. 6 in., strap, $2.20; tee, $1.95. 8 in., strap, $2.95, tee, $2.15. 10 in., strap, $5.20; tee, $3.60. 12 in., strap, $6.40; tee, $5.85. 14 in., strap, $7.50; tee, $6.85. Net prices.

Light—Net prices—3 in., strap, 90c; tee, 90c. 4 in., strap, $1.08; tee, $1. 5 in., strap, $1.26; tee, $1.17. 6 in., strap, $1.53; tee, $1.35.

Screw Hook and Strap Hinges—List prices, per dozen pairs—6 in., $4.30; 8 in., $4.80; 10 in., $6.40; 12 in., $7; 15 in., $7.50; 18 in., $11; 21 in., $12.40; 24 in., $16; 27 in., $17.20; 30 in., $18.50; 33 in., $21.50; 36 in., $24.50. Discount, 30%.

Hooks (Grass)—Canadian, No. 2, $3.00 per dozen; No. 3, $4; No. 4, $4.10; No. 5, $4.30; Little Giant, $6.50; Barden Patent, $6.50. English Fox—No. 2, $5.75 a dozen; No. 3, $6; No. 4, $6.50.

Horseshoes— Patterns	Price per keg Sizes	No. 2 and larger	No. 1 and smaller
Light iron	0-7	$6.90	$7.15
Long heel light iron	3-7	6.90	....
Medium iron	1-8	6.90	7.15
Heavy iron	6-8	6.90	....
Snow	1-6	7.15	7.40
New light XL steel.	1-6	7.35	7.60
Featherweight XL steel	0-4	8.75 all siz.	
Special countersunk.	0-4	9.25 all siz.	
Toe weight (front only)	1-4	9.70 all siz.	

Packing—Up to 3 sizes in one keg, 10c per 100 lbs. extra. More than 3 sizes, 25c per 100 lbs. extra. F.o.b. Montreal and Belleville.

Terms—Cash in thirty days, less 2% discount.

Hose, Lawn—Corrugated, per hundred feet: ½ in., $13.25; ⅝ in., $15.50: ¾ in., $18. Less 5% for full reel, 500 ft. $5.75 a dozen; No. 3, $6; No. 4, $6.50.

Hose, Lawn—	3 ply	4 ply	5 ply
Per 100 ft., size ½"	$9.50	$10.50	$12.00
Per 100 ft., size ⅝"	11.00	12.00	13.50
Per 100 ft., size ¾"	13.00	14.00	15.50

Hose Nozzles (Gem)—Per doz., $7.70.

Hose Couplings (Gem)—½ inch, ⅝ inch, ¾ inch, $1.60 per dozen.

Ice Tongs—14½ inch size, $16.80; 17 inch, $19.80; 24 inch, $27.60 a dozen.

Irons (Sad)—Mrs. Potts, polished, $1.70 per set; nickel plated, $1.75.

Handles for above japanned, $16.50 per gross.

Common, No. 1 ,4 and 5 lbs., $20.60 per cwt.; 6 lbs. and up, cwt., $15.

Irons, Electric—Model B, $6.50 list. Classic, $8 list. Discount, 25% to 33%, according to quantity.

Jacks (Screw)—1¾x10, $3.75; 2x12, $5; 2x16, $6. each.

Knives, Hay—Spear Point, $15 per dozen; Lightning, $14; Heath's, $14.

Ladders — Step Ladders—Standard, 44c a foot; Household, 33c; Shelf Lock, 4 to 8 ft. only, 28c; Faultless, 4 to 8 ft. only, 44c; Faultless, 10 to 16 ft., 48c.

Single and Fruit Picking—10 ft. to 16 ft., 26c per foot; 18 ft. to 22 ft., 27c.

Roped and Straight Extension Ladders—20 to 32 ft., 30c a foot; 36 to 40 ft., 33c; 44 ft., 36c; three section extension, 45c.

Fire ladders up to 32 feet are twice the price of ordinary extensions. Over 32 ft. are supplied with supporting legs at three times the price.

Lanterns—Short or long globe, plain, $9.00; japanned, $12.75; Dash, plain, $18.75; japanned, $19.25; search (round reflection), $15.55; Little Bobs, $4.20.

Lantern Globes—Cold blast, short or long, 1 doz. cases, $1.35 doz.; 3 doz. cases, $1.20 doz.; 6 doz. cases, $1.15 doz., Cold Blast genuine ruby, $4.25 doz. F.o.b. factory.

Latches—Steel Thumb, No. 2, $2 per dozen; No. 3, $2.50; No. 4, $3.75; Barn Door, No. 5, $3.30; No. 9, $6.15.

Locks (Rim)—Cast, $3.00 a dozen; steel, $3.75.

Machines (Washing) — Dowswell, $12.75 each; Noiseless, $17.50; Hamilton, $14; Peerless, $14.50; Snowball, $19.50; New Century, style A, $19.75; style B, $21.75; electric, 125.00; Playtime, engine drive, $27; Ideal Power, $30; Seafoam, electric, style A, $105; engine drive, $50; Sunshine, $10.25; Popular, $14.50; Economic, $16; Puritan, $19.50; New Champion, $21.50; Home, $21.50; Vacuum, $28; Home Water, motor, $28; Whirlpool, water power, $31; Hydro, 1 Tub, engine drive, $57; electric, $116.50; Rotary water motor washer, $29; Connor ball-bearing, with rack, $22.75; Perfection, engine drive, $65; electric, $132; Beaver, $26; power, $27; Connor, vacuum, $27.50; Patriot, $21.50; Jubilee, $12.50; Canada First, $21.50. These prices are less 30%. Freight equalized with Montreal, Ottawa, Toronto, Hamilton, Kingston, London and St. Mary's, or shipments of quarter dozen and upwards.

Stands, Washtub—Dowswell, $44.10 per dozen.

Mattocks—Cutter or pick, $10.00 per dozen.

Mixed Bread—Canuck—No. 4, $33.95 dozen; No. 8, $44.90. Universal—No. 4, $40.00 a dozen; No. 8, $52.

Mops—Liquid Veneer, $16 per dozen; O-Cedar, less handle, $14; O'Cedar, with handle, $16; S. W. Mops, complete, $4.15; Mop Sticks, No. 8, $2; Cast Head Mop, $2; Crescent, No. 10, $2.30; Crank wringing, $7.35; Smarts', $4.

Mop Wringers—White, No. 1, $16.40 per dozen; white, No. 2, $16.80; white, No. 3, $24.

Mowers, Lawn—(List of Sept. 12, 1921)—Adanac, Woodyatt, Empress, Mayflower, Ontario Daisy, Star, all at 20% off list; Whippet, Thousand Island, Red Wing, Blue Bird are all net.

Nails—List adopted Sept. 10, 1920. Advance over base on common wire nails in kegs: 1 in., $1.50; 1⅛ in., $1.40; 1¼ in., $1.15; 1½ in., 80c; 1¾ in., 75c; 2 in., 60c; 2¼ in., 55c; 2½ in., 30c; 2¾ in., 30c; 3 in., 20c; 3¼ in., 15c; 3½ in., 10c; 4 in., 5c; 4½ in., 5c; 5 in., base; 5½ in., base; 6 in., base. 6½ to 12 in. 2 ga. and heavier, 25c over base.

Standard steel wire nails, f.o.b. London, Hamilton, Milton, Toronto, Owen Sound, Collingwood, Montreal, $3.65 base. Freight equalized on above points.

Windsor, Walkerville, Sandwich, f.o.b. factory prices, carload freight allowed, $3.70.

Sault Ste. Marie, Port Arthur, Fort William, $3.90 base, f.o.b. factory; no freight allowance.

Moulding, Flooring, Slating, Box, Fence, Barrel Nails, 25c per 100 lbs. over common nail prices. Finishing nails, 50c per 100 lbs. advance over common nail price.

Miscellaneous wire nails, 72½% off miscellaneous list, f.o.b. Toronto, Montreal, Hamilton and London.

Nails, cut—$4.40.

Roofing Nails—American, large head, keg, $10.50. Less quantities, $12.50.

Nails (Horse)—Capewell C Brand—No. 5, $6.75 per 25 lb. box; No. 6, $6.50; No. 7, $6.25; No. 8, $6; No. 9, $5.75. Discount, 10%.

"M.R.M." Brand—Net price list. No. 3, 5⅝ in. long, $20.25 per 25 lb. box; No. 4, 1¾ in. long, $10.25; No. 5, 1 15/16 in. long, $5.25; No. 6, 2⅛ in. long, $5; No. 7, 2 16/16 in. long, $4.75; No. 8, 2½ in. long, $4.75; No. 9, 2 11/16 in. long, $4.50; No. 10, 2⅞ in. long, $4.50; No. 11, 3 1/16 in. long, $4.50; No. 12, 3¼ in. long, $4.50.

Netting, Poultry—2 in. mesh and 19 gauge wire—12 in., $1.80 per 50-yard roll; 18 in., $2.65; 24 in., $3.40; 30 in., $4; 36 in., $4.75; 42 in., $5.50; 48 in., $6.20; 60 in., $7.70; 72 in., $9.20; 84 in., $10.50; 96 in., $12.

1½ in. mesh and 19 gauge wire—12 in., $3.50 per 50-yard roll; 18 in., $5; 24 in., $6.30; 30 in., $7.75; 36 in., $9.90; 42 in., $10.50; 48 in., $12; 60 in., $15; 72 in., $18.

1 in. mesh and 20 gauge wire—12 in., $4; 18 in., $5.50; 24 in., $7; 30 in., $8.50; 42 in., $12; 48 in., $14; 60 in., $17; 72 in., $20

¾ in. mesh and 20 gauge wire—24 in., $10.50; 30 in., $12.75; 36 in., $15.

½ in. mesh and 22 gauge wire—24 in., $16.50; 30 in., $20; 36 in., $24.

Discounts at present quoted apply only to 1 and 2 in. mesh setting. Other prices have been withdrawn and are quoted only on application.

Toronto, London, Montreal, Canadian netting, 2 in. mesh, 12½% off; 1 in. mesh, 12½% off. American netting, 1 in. mesh, 12½% off.

Invincible—No. 1848, 67c a rod; 2060, 72c. Put up in 10, 20 and 30 rod rolls. F.o.b. Montreal.

Blue Ribbon—24 in., $5.50 per roll; 36 in., $7.15; 48 in., $8.35; 60 in., $9.85; 72 in., $11.25. Put up in 10 rod rolls.

English Galvanized—Half-inch mesh.: 22 gauge x 12 inches, per roll, $5; 22x18, $7.25; 22x24, $9.50; 22x30, $11.65; 22x36, $13.85.

Oils—Royalite, 20c a gallon; Palacine, 23c; Gasoline, 34c. Above prices net.

Black oil (summer), 19c a gallon; Black oil (winter), 20½c; Capital, cylinder, 69½c; mach. oil, reg. grades, 39c; Imperial gas engine oil, 59c; Paraffine, 20c. List less 15% on above.

Polarine, $1. per gallon; Polarine medium, $1.; Polarine heavy, $1; Polarine, ex-heavy, $1.25. List less 25%.

Gargoyle Mobiloil, E and Arctic, $1.45; Gargoyle Mobiloil B, $1.70; Gargoyle Mobiloil BB, $1.70; Gargoyle Mobiloil A, $1.60. List less 25% on above.

Fuel oil, per barrel, net, 11 cents a gallon; from tank wagons, net 10c; tank cars, net, 9c. Prices shown are barrel basis, unless otherwise specified. Barrels charged extra.

Paper (Building)—Dry fibre, No. 1, Anchor, $1.15 per 400 ft. roll; No. 2, Anchor, 65c; No. 2, Elephant, 65c.

Tarred Fibre, No. 1—Anchor, $1.20; No. 2, 85c. Elephant Brand, tarred, No. 2, 85c; Surprise Fibre, 70c; Empress Dry Sheathing, $1.15; Stag Sheathing, 70c; Cyclone, dry, $1.15; tarred, $1.20; Joliette Sheathing, 65c; tarred, 85c.

Monarch Sheathing, white, $5.50 per 100 pounds; grey, $4.50; Straw Sheathing, $3.40; Imp. Grey Sheathing, $4.50; Imp. Whit Sheathing, $5.50; Scythe dry straw, $3.15; Spruce Sheathing, 36 in. and 72 in. wide, $6. Asbestos Sheathing, $6.75; carpet felt, $3.90; tarred felt, 7, 10 and 16 oz., $3.45.

Picks—Clay, 5 to 6 lbs., $7.80 a doz.; 6 to 7 lbs., $8.50.

Rock—7 to 8 lbs., $9.25 dozen; 8 lbs., $9.25.

Pins, Clothes—5 gross, 4 in. (loose), $1.55 a case; 4 gross (cartons), 4 in., $1.60; Spring, 2 gross to box, $1.50.

Pitch—Pine, black, per bbl., $13.25; Navy pitch, per bbl., $6.50; Coal tar pitch, per cwt., $1.55.

Planters (Corn)—King of Field, $15.75 a dozen; Triumph, $11.

Pulleys—Axle, No. 1, 1¾ in., 80c a dozen; 2 in., 90c; 2¼ in., 95c; Palmer's, 90c.

Pulleys, Clothes Line—No. 58, japanned, $4.35 per dozen; No. 158, galvanized, $4.45; No. 59, japanned, $4.45; No. 159, galvanized, $4.55.

Pumps—	Pitcher Spout	Closed Spout
No. 2, ...	2.85	3.10
No. 3, ...	3.15	3.40
No. 4, ...	3.75	4.10
No. 70, each	...	6.00
No. 80, each	...	8.00

Pumps, Redwing—No. 0, $6.85; No. 1, $7.50; No. 2, $8.75; No. 3, $10.75; No. 4, $12.75; No. 5, $15.25; No. 6, $18.

Rakes (Hay)—Iron bow, $6.30 dozen; wood bow, $6.80 a dozen.

Rakes (Wire Lawn. Welland Vale make)—20-teeth, $4.60 per dozen; 24-teeth, $5.30.

Rifles, Winchester—Model 1890, $27.75 each; 1892, $35.70; 1894 (30 and 32 round), $42.40; 1894, (30 and 32 octagon), $45.50; 1895, $55.50; 1902, $8.35; 1904, $10.20; 1905, $53.65; 1906, $24.05; 1906, expert, $27.75; 1907, $64.75; 1894, carbine, with sling and strap, $46.65; 1912, gun, $61.

Rivets and Burrs—Iron rivets, 7-16 inch and smaller, blacked and tinned, 47½%, Iron burrs, 47½% off list on 200-lb. kegs. Extras, add 1c to list on 100-lb. kegs; 3c on 50-lb. boxes; 4c on 25 lb. boxes, 8c on 1 lb. pkgs.

Copper rivets, usual proportion of burrs, 32½% off; burrs, add 10%. Extras on copper rivets, ½ lb. pkgs., 1c per lb.; ¾ lb. pkgs., 2c lb. Coppered rivets, net extras, 3c per lb.

Roller Skates—No. 2, 95 cents; No. 3, $1.05; No. 6, $1.55; No. 10, $1.75 per pair.

Roofing (Samson)—1 ply, $2.05 roll; 2 ply, roll, $3.10; 3 ply, roll, $3.90.

Red Star, 2 ply, $1.85 roll; Red Star, 3 ply, $2.20.

Everlastic, 1 ply, $1.70; Everlastic, 2 ply, $2.05; Everlastic, 3 ply, $2.40.

Panamoid, 1 ply, $1.50; Panamoid, 2 ply, $1.85; Panamoid, 3 ply, $2.20.

Everlastic Multi-Shingles (4 shingles in one), per square, $6.00.

Everlastic Liquid Roofing cement—Per gal., in bbls., 70c; 5 and 10 gal. lots, gal., 84c; 1 gal. cans, gal., doz., $10.50.

Coal Tar (refined), per barrel, $10.50; coal tar (crude), $9.25.

Rope—Pure Manila basis, 23c a pound; Beaver Manila basis, 20c; New Zealand hemp basis, 20c; Sisal basis, 18½c. These quotations are basis prices, ¾ in. and larger diameter. The following advances over basis are made for smaller sizes: ⅝ in., ½c; 9-16 to 7-16 in., inclusive, 1c; ⅜ in., 1½c; ¼ and 5-16 in., 2c; 3-16 in., 2½c extra.

Single lath yarn basis, 18c; double lath yarn, 18½c; halyards, 50c; Beaver halyards, white, ¾ in. basis, 35c.

Hemp, deep sea line basis, 50c; hemp, tarred ratline basis, 43c; hemp, tarred bolt rope basis, 45c; marline and houseline, 45c. Extra charge for shorter lengths than half coils, 2c per pound additional.

Cotton, ⅛ in., 46c a pound; 5/32 in., 45c; 3/16 in., 42c; ¼ in. and up, 41c.

Sandpaper—B. & A. sandpaper, less 10%; Star sandpaper, less 10%; B. & A. emery cloth, plus 20% on list.

Scales—Champion, including stamping, list less 10%; 4 lb. $6.60; 10 lb., $8.65; 240 lb., $12.65; 600 lb., $35.80; 1,200 lb., $43; 2,000 lb. $57.10; 2,000 lb. drop lever, $64.75.

Scythes—Cast steel, $15 a dozen; Golden Clipper, $16; Little Giant, $17; Bush, $16.

Snaths—1 loop, $16.80 a dozen; 2 loops, $15.80; 3 loops, $14.70; Bush, $18.20.

Screws—Discounts off Standard List—Wood, F.H., bright, 82½ and 5%; Wood, R.H., bright, 80 and 5%; Wood, 82½%; Wood, F.H., brass, 75%; Wood, O.H., bright, 80 and 5%; Wood, F.H., brass, 77½ and 5%; Wood, R.H., brass, 75 and 5%; Wood, O.H., brass, 75 and 5%; Wood, F.H., bronze, 72½ and 5%; Wood, R.H., bronze, 70 and 5%; Wood, O.H., bronze, 70 and 5%; Square cap, 50%; Hexagon cap, 50%; Set Screws, 55%.

Screws, Iron Bench, No. 14—1 in., $11.25; 1⅛ in., $13.50; 1¼ in., $15.60.

Spiders—Cast, No. 7, 90c; No. 8, 95c; No. 9, $1.05;. Nickel Plated—No. 7, $1.26; No. 8, $1.35; No. 9, $1.50; No. 10, $1.75.

Spades, Shovels and Scoops—Plain back shovels and spades, draining tools, hollow back scoops, sand shovels, hollow back shovels, hollow back coal shovels, riveted back scoops, miners' spring point shovels. 1st. 2nd and 4th grades, all 53%. These discounts apply whether goods are sold in carload or less than carloads, and apply only to Plain List, Black List prices being as follows:

Plain back shovels and spades, No. 2 black—1st, $29; 2nd, $28; 3rd, $25.

Draining tools, No. 2 black—1st, 29; 2nd, $27.50.

Hollow back scoops, No. 2, black—1st, $34.50; 3rd, $32.

Coal shovels, hollow back, No. 2, black—1st, $32; 3rd, $30.

Sand shovels, No. 2, black—1st, $27.50; 3rd, $24.

Hollow back shovels, No. 2, black—1st, $27.50; 3rd, $24.

Riveted back scoops, No. 2, black—1st, $37.50; 2nd, $35.50; 3rd, $34.

Miners' spring point shovels, No. 2—1st, $36.50.

Net Extras—For each size larger than No. 2, add 35c dozen net. Full polished, add $1 per dozen net. Half polished, add 50c per dozen net. F.o.b. London, Hamilton, Toronto, Gananoque, Ottawa, Collingwood, Sherbrooke, Montreal, Quebec, Halifax, St. John, Moncton and freight may be equalized thereon. On shipments less than 5 dozen f.o.b. factory only.

Snow Shovels—Prince, $9; Prince, D handle, $11; King, $12; Queen, $10; Moose, $15 per dozen. Discs, 37½%.

Spikes, Ship—Base, ⅜ in. and larger, $5 per 100 lbs. ¼ and 5/16 in., $5.50 per cwt. F.o.b. Montreal, Belleville, Toronto and Hamilton, with freight equalized on these points.

Spouts, Sap—Eureka, $15 per thous.

Squares (Steel)—No. 3, $21.60 dozen; No. 14, $19.60; No. 100, $24. Nickelled and blued, extra.

Staples (Fence)—Bright, $4.20 per 100 lb. keg; galvanized, $5.20.

Staples (Poultry netting) — Bright, $7.25 per 100 pounds in kegs; galvanized, $8.25. Discount 10 per cent. Net extras (not subject to discount)—Coppering, 60 cents per 100 pounds, 10-lb. wooden boxes, $1.50 per 100 pounds; 25-lb. and 50-lb. wooden boxes, $1.

Staples (in 10-lb. boxes)—Bed, ⅝ in., 20 cents a pound; ¾ inc, 18 cents; 1-inch, 16 ½ cents. Blind, ½ inch, 23 cents; ⅝ inch, 22½ cents; ¾ inch, 22 cents.

Stoves (Oil Burning Cooking)—Perfection No. 32, 2 burner, $21.50 each; Perfection No. 33, 3 burner, $26; Perfection No. 34, 4 burner, $34; No. 22G oven for above stoves, $8. Discount, 30% off list.

McClary Glass Front Oven, No. 170, each, net, $4.75. Detroit Glass Front Oven, No. 85, each, net; Hot Blast, plus %.

Stoves (Oil Heaters)—No. 525, $8.75 each; No. 530, $9.75; No. 630, $12.50. Discount 30% off list on these three numbers. Hot Blast, plus 10%.

Stretchers, Wire—Hercules, $3.60 doz.

Stretchers (curtain)—Star, No. 1, $27.60 doz.; Star, No. 2, $30 doz.; Sun, No. 1, $20; Sun, No. 2, $22.

Swings (Stratford)—4 ft., $7; 5 ft., $9; 6 ft., $11. Ontario, 4-passenger lawn swing, $8.75; awning, $4.50.

Tacks—Wire tacks, 65/25% from revised hardware tack list adopted January, 1922; dounble-pointed tacks, 65/25%.

Shoe Findings—List adopted June 7, 1922.

Tapes, Measuring (Lufkin)—263, 50 ft., Challenge, steel, $4.95 each; 103, 50 ft. Reliable Jr., steel, $5.25 each; 243, 50 ft. Rival, steel, $4.40 each; 553, 50 ft. Steel, $3.95 each; 1243, 50 ft. Rival Jr., steel, $4.06 ea.; 603, 50 ft. Metallic, $3.17 each; 604, 66 ft., Metallic, $3.54 each; 403, 50 ft. Linen, $2.39 each; 713, 50 ft. Ass Skin, $6.15 doz.; 714, 66 ft. Ass Skin, $7.37 doz.; 143, 3 ft. Steel Pocket, $7.27 doz.; 145, 5 ft. Steel Pocket, $9.20 doz.; 175, 5 ft. Linen Pocket, $6.35 doz.; 165, 5 ft. Cotton Pocket, $1.55 doz.

Toasters, Electric—Universal, $7.80; C. G., $5. Discount, 20 and 10%. Canadian Beauty, $5.43; Upright, with rack, $6.40.

Tools, Harvest—Waverley, Wellandvale, Rixford, Maple Leaf, Bedford, 60% off new list.

Track, Barn Door—Hatch Trolley, per ft., 22½c; brackets for this, per doz., $2.00. National Flat Track, 1¼ in. per 100 ft., $10.85. Storm King Flat, No. 60, list less 20-10%. Safety Flat, No. 60, list less 20-10%. Reliable No. 1 and 2, 20c per ft., less 20-10%. Round Trolley No. 1918, 20c per ft., less 20-10%.

Traps (Game)—Victor, No. 1, $2.25 per doz; Giant, No. 1, $2.90 per dozen; Jump No. 1, $2.90; Hawley Norton, No. 1, $4.70; Newhouse, No. 1, $6.40. All these include chains.

Traps (Victor)—Mouse, $2.85 per gross. Rat, $1.15 a dozen.

Trowels (Bricklayers)—Rose make—Size No. 10½, $25.20 a dozen; No. 11, $25.80; No. 11½, $26.40.

Tubs, Wood—No. 0, $26.40 per dozen; No. 1, $23.10; No. 2, $20.90; No. 3, $17.60. F.o.b. Newmarket.

Twine, Binder—500 ft., 11½c a foot; 550 ft., 12½c; 600 ft., 11½c; 650 ft., 14c. Freight prepaid to nearest station in lots of 300 lbs. and over. (This applies to Eastern Canada only.) Rebate of ⅛ cent lb. on 10,000 lbs. and ¼ cent lb. on 20,000 lbs. Cash, 5 per cent.; net, Oct. 1.

Twine (Cotton)—5-lb. sack, 3-ply, lb., 51c; 4 ply, lb., 53c.

Cones, 3 ply, lb., 48 c; 4 ply, lb., 50c.

Tin and Enamelwares—
Britannic, list plus 5 %.
Scotch Grey Ware.
Colonial, 40%.
Imperial ware, 40%.
Pearl, 40%.
Premier, 20%.
Canada ware, 20%.
Crescent.
White ware, 50 and 10%.
Japanned ware, net list.
Japanned ware, white, list, plus 10%.
Plain and japanned sprinklers, list plus 10%.
Stamped ware, plain, 50 and 10%.
Stamped ware, retinned, 50%.
Copper bottoms, plus 40%.
Tinners' trimmings, plain 50/10%.
Tinners' trimmings, retinned, 50%.
Tinners' trimmings, general, write for prices.
Factory milk cans, list, plus 15%.
Milk can trimmings, list, plus 33⅓%.
Cream cans, write for prices.
Railroad cans, write for prices.
Sheet iron ware, list, plus 10%.
Pieced ware, ordinary, list, plus 20%.
Pieced tinware, C. B., list, plus 30%.
Fry pans, Acme, 33⅓%.
Fry pans, Quick Meal, net list.
Spiders, steel, net list.
Fire shovels, japanned, list, plus 10%.
Steel sinks, galvanized, 17½%.
Steel sinks, painted, 17½%.
Light galv. pails and tubs, 17½%.
Heavy galv. pails and tubs, 17½%.
Hollow ware, add 40 per cent.
Garbage pails, 17½%.
Jap. coal hods, list plus, 33⅓%.
Paper lined boards, 40%.
Wood lined boards, 25%.
Copper boilers, 10%.
Copper tea kettles, 10%.
Copper tea and coffee pots, net.
Stove and other pipe, 5%.

Stove pipe elbows, black and galv., 10%.

Stove pipe thimbles, 60%.

Weights, Sash—Sectional, 1 lb. per 100 lbs., $2.75; sectional, ½ lb., per 100 lbs., $2.85; solid, 3 to 30 lbs., per 100 lbs., $2.50.

Wire — Annealed or Bright — Advances over base price on sizes lighter than No. 9. No. 9 and heavier, 6c; No. 11, 12c; No. 12, 20c; No. 13, 30c; No. 14, 40c; No. 15, 55c; No. 16, 70c.

Annealing, no extra. Oiled and annealed extra, 15c. Coppering and liquor finish extra, $1 to $1.50. Tinning extra, $2 to $3.

Bright base, $3.65. Annealed base, $3.65. Galvanized base, $3.95.

Barbed wire, $4.40. Coiled spring wire, 9 gauge, $4.00.

Stovepipe Wire—No. 18, $8.50; No. 19, $9.00.

Wheelbarrows—Navvy, steel wheel, $105 a dozen; garden steel, $78.75; light garden, $84. F.o.b. Montreal, Toronto, London.



RAZOR STROPS



Highest quality. *Varied designs*

THE GIBFORD MFG. COMPANY, ADRIAN, MICH. U. S. A.

Canadian Representatives—Dorken Bros. & Co., Montreal, Que.

PAINTS AND OILS

Alabastine—Colors and white — 2½ lb. packages, $10.10 for 100 lbs.; 5 lb. packages, $9.60 for 100 lbs. F.o.b. Paris or nearest jobbing house.

Beeswax—Small quantities, 45c per pound; larger quantiites, 40c.

Blue Stone—Per lb., bbls., 7c; less quantities, 10c.

Borax—Lump crystal or powdered borax, 10c pound.

Bronzing Liquid—Bronzing liquid, No. 1, $2.15 a gallon. Banana oil, $4.25 a gallon.

Brushes—Floor waxing—Acme, 15 pounds, $2.70 each; 20 pounds, $3.25; 25 pounds, $3.80.

Coating—Cement coating, P. & L., $5.40.

Coal Tar—In quart tins, per case of three dozen, $3.75 per dozen; less than cases, $3.95 per dozen.

Colors (Dry)—Per pound—
Raw and Burnt Umber, 100 lb. kegs, No. 1, 6-8c; less quantities, 10-12c.
Raw and Burnt Sienna, 100 lb. kegs, 6-8c; less quantities, 10-12c.
Imp. green, 100 lb. kegs, 17c.
Chrome green, C.P., 35-40c.
Chrome yellow, 20-40c.
Brunswick green, 100 lb. keg, 12-14c.
Indian red, 100 lb. keg, 08-18c.
Lamp black, in bulk, 26c; packages, 30-38c.
Venetian red, best bright, 6½-9c; No. 1, 3¾-5½c.
Drop black, pure dry, 21-27c.
Golden Ochre, 100 lb. kegs, 8c.
White ochre, 100 lb. keg, 6c; barrels, 5c.
Yellow ochre, barrels, 3-6c.
French ochre, bbls., 5-8c.
Spruce ochre, 100 lb. keg, 5-8c.
Can. red oxide, bbls., 4c.
Super magnetic red, 5c.
Vermillion, American, 35c.
English vermillion, $1.85.

Colors in Oil—Pure, in 1 lb. tins:
Venetian red, 27c; Indian red, 40c; Chrome yellow, pure, 50c; Golden ochre, pure, 34c; French spruce ochre, pure, 29c; Greens, pure, 35c; Siennas, 37c; Umbers, 37c; Ultramarine blue, 70c; Prussian blue, 95c; Chinese blue, 95c; Drop black, 42c; Ivory black, 44c; Signwriters' black, pure, 50c; Imperial black, 25 lb. irons, 35c.

Colors—Mortar—Brown, per pound, 2¼c; red, 2¼c; black, 7c; buff, 3c.

Deco-Tint (Wall finish)—Colors, 2½-lb. packages, $9.50; white, 2½-lb. packages, $9; colors 5's, packages, $9; white, 5's, packages, $8.49; colors, 100's, packages, $8; white, 100's, packages, $7.50; colors, bbls., (250 lbs.), $7; white bbls. (250 lbs.), $6.50.

Dryers—I. V. housepainters' japan, gal cans, $3; I. V. liquid dryer, $2.75. Discount, 50 per cent. on both these. Housepainters', $1.15.

Enamels (White)—Per gallon: Dougall white enamel, $7.43; Vitralite, $7.77; Duralite, $6; Old Dutch, $6.27; B-H "White" Enamel, $6.50; Martins, white, $7; Satinette, $7.23; C. P. Co. Albagloss, $6.30; C. D. Master Painters, $6.75; Mooramel, $7; Lowe Bros., Linduro, $7; Sunshine, white, $6; Kyanize, $8; Solpar, $4.50; Paripan, $9; Jasperlac, $4.25; Invincible, $6; Hillcrest, $7; Adelite, A. & E., $7.65; Adelite, A. & E., $5.40; Floglaze, $4.50; Ripolin, $7.09.

Glue—English, sheet, per lb, 24 to 30c; White pigsfoot, 50c; Cake bone, 112 lb. bags, 24 to 30c; Hides, 112 lb. bags, 30 to 32c; Ground glues, 112 lb. bags—English, per lb., 22 to 24c; Canadian, 16 to 18c.

Glass—	Star or Double
Case lots.	16 oz. or 24 oz.
Up to 25	$ 6.00 $ 9.80
26 to 40	7.45 12.20
41 to 50	8.10 13.30
51 to 60	8.45 13.80
61 to 70	8.80 14.40
71 to 80	9.30 15.15
81 to 84	10.85 17.65
85 to 90	11.40 18.50
91 to 95	.... 20.65
96 to 100	.... 22.35

Cut size sheet glass, 75 per cent. off November, 1920, list.

Glaziers' Points—Zinc coated, 7c ½ lb. package.

Lead, White—(Ground in oil)—Prices are per 100 lbs. in ton lots. Less than ton lots are 35c per 100 lbs. higher than quoted below. F.o.b. Brantford, 50c; London, 55c; Windsor, 60c per 100 lbs. F.o.b. Toronto and Hamilton, 45c per 100 lbs. F.o.b. Fort William and Port Arthur. 75c per 100 lbs. Maritime differential 50c per 100 lbs. over Montreal.

	Montreal.	Toronto
Anchor, pure	$12.75	$13.20
Champion, pure	12.75	13.20
Crown Diamond, pure	12.75	13.20
Green Seal pure	12.75	13.20
I. V. Perfection	12.75	13.20
Ramsay's pure	12.75	13.20
Moore's pure	12.75	13.20
Tiger, pure	12.75	13.20
O.P.W., Dec., pure	12.75	13.20
Elephant Genuine	13.75	13.70
BB Genuine, less than tons	14.10	14.55

Lead (Red Dry)—Per 100 lbs.—Genuine, 560 lb. casks, $9.75; Genuine, 100 lb. casks, $10.75; less quantity, $11.75. Fo.b. Montreal and Toronto.

Linseed Oil—(Raw)—Per gal.—1 to 2 bbls., $1.13. Boiled—1 to 2 bbls., $1.16.

Litharge—Casks, per cwt., $9.25; smaller quantities, per lb., 10¾c.

Muresco—Per 100 lbs.	White.	Tints.
350 lb. bbls.	$7.15	$8.25
200 lbs., half bbls.	8.00	9.10
100 lbs., kegs	8.25	9.35
Cases, 20 5-lb. pkgs.	8.80	9.90

Paints, Prepared—Price per gallon, 1 gallon can basis—
C. P. Co. Elephant white, $3.85; Sanitone, white, $3.45; Sanitone, colors, $3.35; C. P. Co., pure white, $3.95; C. P. Co., pure colors, $3.60; C. P. floor paint, $3.55; Elephant floor paint, $3.30; Victoria floor paint, $2.70.
B-H English, colors, $3.60; English, white, $3.95; Fresconette, white, $3.45; Fresconette, colors, $3.35; floor, $3.55; porch floor, $3.60.
Crown Diamond, white, $3.70; colors, $3.35; floor, $3.30; porch, $3.30; flat wall tone, white, $3.45; colors, $3.35.
Moore's House Colors, white, $3.75; House Colors, colors, $3.50; Preservo Paint, white, $2.70; colors, $2.55; floor paint, $3.45; Sani-Flat, $3.45; Porch and Deck Paint, $3.50.
I. V. Elastica, white, $3.55; Elastica, colors, $3.30; Flatine, int. wall, white, $3.45; Flatine, int. wall, cilors, $3.35.
Lowe Bros., H. S. White, No. 323, $3.95; H. S., color, $3.60; H. S. floor, hard drying, $3.55; H. S. Porch, $3.60; Mellotone, flat wall, white, 3.50; color, $3.35.
Jamieson's Crown Anchor, $3.45.
O.P.W. Canada Brand, white, $3.95; colors, $3.60; floor, $3.55; Flat Wall, white, $3.45; color, $3.35.
Ramsay's Pure, white, $3.80; colors, $3.45; floor, $3.40; porch, $3.45.
Glidden's white, $3.95; colors, $3.60.
Martin-Senour, 100%, white, $3.95; colors, $3.60; porch, $3.60; Neutone, white, $3.45; Neutone, colors, $3.35; floor paint, $3.35.
Sherwin-Williams, white, $3.95; colors, $3.60; floor, $3.45; porch, $3.60; Flat Tone, white, $3.45; colors, $3.35.
Maple Leaf, white, $3.95; colors, $3.60; floor, $3.55.
Pearcy's Prepared, colors, $3.05; white, $3.40; floor, $3.
Adelite, white, $3.95; colors, $3.60; Industrial white, $3.50.
Barrett's Everjet Elastic Carbon Paint—Barrels, per gal., 85c; half barrels, 85c; 5s and 10s, 95c; 1s, per case, doz., $12.00.
Everjet Black Enamel—Crates, 2 doz., 8 oz., $1.45; crates 12 doz., 8 oz., $1.40; 1 gal. cans, gal., $1.50; 5-10 gal. cans, gal., $1.35; barrels-half bbls., gal., $1.25.
Carbosota Liquid Creosote Oil—Barrels, 60c; half barrels, 65c; 5s and 10s, gal., 95c; 1s (case 12 gals.), Montreal, $8.50; Toronto, $9.50.
H., T. & A. Co.'s Creosote Oil—Barrels, 45c; half-barrels, 50c; 5s and 10s, 60c. F.o.b. Montreal and Toronto.
Paris Green—100 lb. lots—½ lb. paper cartons, per lb., 40c; 1 lb. paper cartons, 38c; ½ lb. tins, 42c; 1 lb. tins, 40c; 25 lb. tins, 36c; 50 and 100 lb. drums, 34c; 250 lb. kegs, 31½c; 600 lb. barrels, 31c. Terms: 1 per cent. 15, or 30 days net. F.o.b. Montreal, Toronto, Hamilton, London, Ottawa, Quebec, Moncton, St. John's and Halifax. Yarmouth and P. E. I. points ¼c per lb. extra.
Polish (O-Cedar)—4 oz. bottles, doz., $2.40; 12 oz. bottles, $4.80; 1 qt. can, $12; ½ gal. cans, $20; 1 gal. cans, $28.
Polish-ol—4 oz., $1.80 doz.; 12 oz., $3.60 doz.
Putty (Standard)—Less than tons—Bulk, bbls. (800 lbs.) per cwt., $5.20; 100 lb. drums, $6.20; 25 lb. drums, $6.45; 12½ lb. irons, $6.70; Bladders in bbls. (400 lbs.), $7.20; in cases, (100 lbs.), $7.70. Tons, 25c lower. Pure linseed putty, $1.50 cwt. advance on above prices. Hamilton prices same as Toronto.
Plaster Paris—Single barrels, $4.
Rosin—Barrel lots, per 100 lbs.—G., medium grade, $7.25; water white, $9.40.
Remover (Paint and Varnish)—High Standard, $3; Taxite, 1 gal. cans, $3; B-H Vanisher, $3; Chalco, $3; Klensa, $3; Cumoff, $3; Dougall Lingerwett, $3.25; Takeoff, $3; O.P.W. Presto, $2.60; Solvo, $3.60; Varn-off, $3; Adelite, $3.
Shellac—Per gal. in bbls.—White, $5.35; orange, $4.85. Gal. jugs, white, $5.65; orange, $5.15. F.o.b. Toronto, London, Montreal.
Sulphur—In 100 lb. bags, per pound, 4½c.

Shingle Stains—	Ordinary Colors.	Greens
Sherwin-Williams	$1.40	$1.60
B-H Anchor	1.40	1.60
M. L. Creosote	1.40	1.60
Soligum	1.25	1.60
Martin Senours	1.40	1.60
Elastica	1.40	1.60
Hillcrest	1.40	1.60
"C.D." Shingle Stain	1.20	1.40
Canada Paint	1.75	2.00
O.P.W. Creolin	1.30	1.50

Tar—Coal tar, refined, $10.50; crude, $9.25.
Turpentine—Single bbls., gal., $1.65; 2-4 bbls., gal., $1.63; 5 gal. lots, per gal., $1.64.
Varnishes—Per gal. cans—B-H Floors, $4.08; Maritime Spar, $5.13; Hard oil, $2.76; Gold Medal, $3.42; Elastilite, $3.85; Granitine Floor Finish, $3.85; Hydrox Spar, $3.95.
C. P. C. Sun Varnish, $4.30; Sun Aero Spar, $4.50; Sun Waterproof Floor, $4.40.
Glidden Wearette, $3.90; floorette, $3.90.
I. V. Elastica, No. 1, $4.89; No. 2, $4.48; Floor, $4.
Jasperite Interior and Exterior, $3.75; Indestructo, floor, $3.75; Pale Hard Oil, $3.75.
P. & L., No. 61, $5.04.
Jamieson's Copaline, $4.
M-S Marble-Ite Floor, $4.22; Wood-Var, $4.06; Durable Spar, $5.13; Finest Interior, $4.87.
Moorlastic Floor, $4.25; T. 45 Floor, $3.50; Moorvar Interior, $3.25; Moore's Spar, $5.
S. W. Mar-not, $393; Rexspar, $5.04; Scar-not, $4.66.
Lowe Bros., durable floor, $4.50.
Solpar, Spar Marine, $6; House Spar,, $4.50; Floor, $4.50; Interior, $3.50.
Kyanize Spar. $5.15; Cabinet Rubbing, $4.85; Interior and Floor, $4.85.
Luxeberry light, $4.75; Granite, $4.90; Spar, $5.62.
Ramsay's Universal, $3.75; Agate Floor, $3.95; 400 Hard Oil, $3.25.
"C. D. Big 4" Exterior, $5; Interior, $4.59; General purpose, $4.18; Furniture, $2.25.
Dougall Univarnish, clear, $4.40; Transparent, spar, $4.90; Transparent, floor, $4.40.
Adelite, No. 103, Floor, $3.90; No. 105, Flat, $3.90; No. 100, Spar, $5.70. F.o.b. Montreal and Toronto.
Water Paints—Per 100 lbs. in 5 lb. packages—Frescota, white, $8.50; colors. $9.50; Decotint, white, $7.50; colors, $8; Coralite, white, $9; Perfecto, white, $8.50; Rockface, bbls., 250 lb., 5c.; Opalite, 300 lb. bbls., 17½c; Opalite, 100 lb. pkg., 18½c; 1 gal. packages, per pkg., $1; ½ gal. package, per pkg., 52½c; Ramsay's "Ideal," 310 lb. bbls., 40½c: Sturgeon's Solpar, 40c.
10½c: Sturgeon's Solpar, 40c.
Waste—Cream, polishing, 18c; white—xxx, 18c; Colored—No. 1, 13c.
Wax—B-H Wax, 45c; Berry Bros., 70c; Imperial Floor Wax, 35c; Anchor, 38c; O.P.W. Lion Brand, 38c; Old English, 67c; Johnson's, 67c; Jamieson's liquid wax, gal., $3.50; Ramsay's, 45c; Martin-Senours, 38c; I. V. Wax, 38c; Sherwin-Williams, 48c; Solpar, $8.80 to $9.90; Crown Diamond, 40c; Hillcrest, 45c; Plymouth Rock, 45c; Champion white, 50c; Ad-el-ite paste, 45c.
Whiting—Plain, in bbls., $3.00; Gilders, bolted in bbls., $3.25.
Wood Alcohol—Per gal.—In five gallons, $1.75; Methylated Spirits, $1.90 to $2.55.
Wood Filler (Paste)—Kleartone—All colors except mahogany—1 lb. cans, 28c a pound; 2 lb., 26c; 5 and 10 lb., 24c; 25 lb., 22c. Mahogany 5 cents a pound higher. Discount 35 and 5 per cent.
Wood Filler (Liquid)—Crown Diamond, per gal. in qt. tins, $1.70.

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Made only by
THE L. MARTIN COMPANY
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Agents in
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HERCULES SASH CORD

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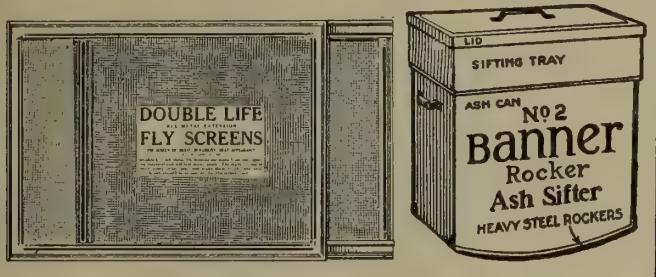
There's a real demand for lawn swings this summer. Why not caah in on it.

Stratford Swings are made right of the right materials.

Details about our swings and other products are given in catalogue "P".

STRATFORD MFG. CO. STRATFORD, ONT.

GOOD SELLERS



ORDER NOW

THE BURROWS MFG. CO. TORONTO

"YANKEE" VISES

FOUR SIZES

With Detachable Swivel Base



Your Jobber will supply you.

Dimensions	1991	1992	1993	1994
Jaw Opening	1 1/2	1 15/16	3 1/8	4 in.
Height Over All	3 1/8	4 1/8	5 3/4	12 1/4"
Length Over All	4 5/8	6	8 3/4	7 5/8"
Net Weight	3	6	14	41 lbs

This vise is accurately machined on the bottom, sides and end, for use in holding work in several positions on drill press, shaper, etc., allowing it to pass through several operations before necessary to change it in the vise. An entirely distinct feature in vises and one that is quickly appreciated by Tool Makers, Pattern Makers and Machinists.

NORTH BROS. MANUFACTURING CO.

PHILADELPHIA, PA.

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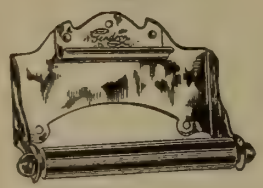
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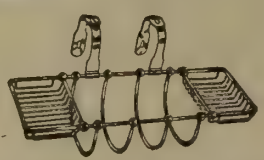
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Trial order will prove it.

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Now—before business starts booming again—is the time to put your lines in Beath Barrels.

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The added prestige to your line alone would be worth the change. Up goes your products in the estimation of your customers.

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No matter how roughly they are banged about they are still leak proof.

"What the shipper puts in, the consumer takes out"—all of it. No waste. A tidy container to be used over and over again, indoors or out.

Now's the time—put your product in Beath Barrels.



Every size for every use—or special sizes to order. Why not get our quotations on Beath Barrels of the exact dimensions to suit your product.

Write for Catalogue No. 14

W.D. Beath & Son, Toronto, Canada

Columbia "HOT SHOT"

Canada is Expecting the Greatest Harvest in Her History

More men and more machines than have ever before been used in a harvest will be employed to gather in this tremendous crop.

Every tractor and gas engine will need dry batteries and plenty of them. Here is a golden opportunity for you to sell Columbia "Hot Shot" dry batteries. Every farmer knows that the Columbia delivers the hottest sparks for the longest time, so your market is ready-made, waiting for you. Look to your stock. Order early from your jobber, and specify Columbias.

The wise dealer will make sure of his supply—and profits.

CANADIAN NATIONAL CARBON CO., LIMITED
Montreal Toronto Winnipeg

CT8



Vol. 14, No. 8 AUGUST, 1922 $1.00 Yearly

HARDWARE AND ACCESSORIES

PAINTS·ELECTRIC·HOUSEWARE·HEATING·LIGHTING·

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Also for Rail, Quail, Plover and Rabbit
SQUIRREL LOAD
Also for Rabbit, Duck and Crow



DUCK LOADS
Also for Pheasant
In 12, 16 and 20 Guage



HEAVY DUCK LOAD
Also for Brant
In 12 and 20 Gauge



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Also for Squirrel
In 12, 16 and 20 Gauge



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Also for large Ducks
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Also for Partridge Prairie-Chicken Pheasant
In 12, 16 and 20 Gauge



GOOSE LOAD
Also for Fox, Turkey and Raccoon
In 12 Gauge



SNIPE LOAD
Also for Rail, Plover and Woodcock
In 12, 16 and 20 Gauge



TRAP LOAD
In 12 Gauge

A New and Better Way of Selling Shotgun Ammunition

When a customer asks you what load he should use—don't worry over a hundred or more combinations. Ask him what game he is going after. Turn to your Remington Game Loads—and hand him the correct shells at once.

THE NEW REMINGTON GAME LOADS

The new Remington Game Loads are 24 special loads in 12, 16 and 20 gauge—practically designed and scientifically made for the best results in shotgun shooting. On each carton, there is a life-like, full-color picture of the game for which the load is intended—as well as the gauge of the shells and the size of the shot.

There is no guess work. Your customer is pleased when he uses the load. Satisfied customers mean increased sales.

REMINGTON ARMS COMPANY, INC.
Cunard Building 25 Broadway, New York City
(Remington U.M.C. of Canada, Limited)

Remington

Remington Game Loads are furnished only in the famous Wetproof "Nitro Club" Shells

CANADA'S ONLY NATIONAL HARDWARE MONTHLY

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HAND SAWS



The Saw Most Carpenters Use

ALL MODERN AND NEW MACHINERY

All the machinery used in the manufacture of ***DISSTON*** Handsaws in Canada, was especially made up at the Philadelphia factory, and embodies the latest improvements in saw making machinery.

A staff of specially trained mechanics from the Philadelphia factory, is in charge of each operation through which a saw passes during manufacture.

All the material used in the manufacture of the famous ***DISSTON*** Handsaws is melted and rolled at the ***DISSTON*** mills at Philadelphia, and is unequalled for quality.

These conditions assure the maintaining of the famous ***DISSTON*** quality, **which is the Standard for Quality the world over, and has been for over 80 years.**

MATERIAL REDUCTION IN PRICE

NOW
MADE IN CANADA



A Record To Be Proud Of

The wholehearted co-operation we have received in putting Owl Quality Products quickly on the market has been to say the least phenominal. We might say that sales have far exceeded our fondest expectations and just this week we have felt impelled to write our good friends in the trade congratulating them one and all on their sales. If you are not getting your share of this business why not plan to do so now—write us for our proposition. We are back of you 100% and can help in lots of ways to bring business to your door. Write us now for samples.



Owl Brand Quality Products



Owl Brand Roofing
1 ply 35 pounds
2 ply 32 pounds
3 ply 55 pounds
4 ply 65 pounds
5 ply 75 pounds

Owl Brand "4 in 1" Shingles, red or green, 200 pounds to sq.
Owl Brand Single Shingles. red or green, 200 pounds to sq.
Owl Brand Insulating or sheating Paper, 432 sq. ft to roll.

Owl Brand Slate Surfaced Roofing, red or green, 18" wide 60 lbs. to sq.
Owl Brand Slate Surfaced Roofing, red or green, 32" wide 60 lbs. to sq.

Owl Brand Products are absolutely guaranteed. The same high quality asphalt and all-rag felt is used in the Owl Brand Strip Shingles as in Owl Brand Roofing.

If You're not Selling Owl Quality Products Why Grouch About Poor Business?

W. Walker & Son Limited

Wholesale (only) Hardware and Iron Merchants

10-16 Alcorn Ave. - TORONTO, ONT.

LOG CHAINS and WAGON CHAINS



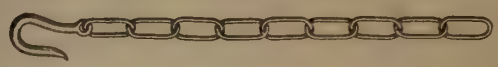
Log Chain with Grab Hook, Swivel and Slip Hook



Log Chain with Grab Hook, Swivel and Ring



Tongue or Pole Chain



Stay Chain

Our Log Chains are universally considered the best for utility work. Everybody recommends them because they are dependable and give lasting service. They are made of strong steel chain, with a grab hook on one end, swivel in the center, and a ring or slip hook on the other end. Any size or length can be supplied to meet requirements. Furnished self-colored, polished, or blacked

These Wagon Chains are made to a standard approved by the leading wagon manufacturers. They include:

Stay Chains, Tongue or Pole Chains,
Stretcher Chains, Lock Chains,
Anti-Spreader Chains, Fifth Chains,
Tail-Board or End-Gate Chains.

Can be supplied in any length required. Furnished self-colored, polished or blacked.

DOMINION CHAIN COMPANY

LIMITED

NIAGARA FALLS, ONTARIO

"YANKEE"
QUICK RETURN

In 3 Sizes



With spring in the handle to drive bit quickly.

Holds it extended for overhead work.

No. 130 — For all general work. Very popular.

No. 131 — Heavy pattern for general house carpentry and heavy screw driving. Becoming very popular.

No. 135 — Small size, for smaller screws, electric work, and wherever a large number of small screws are frequently driven. **Your Jobber will supply you.**

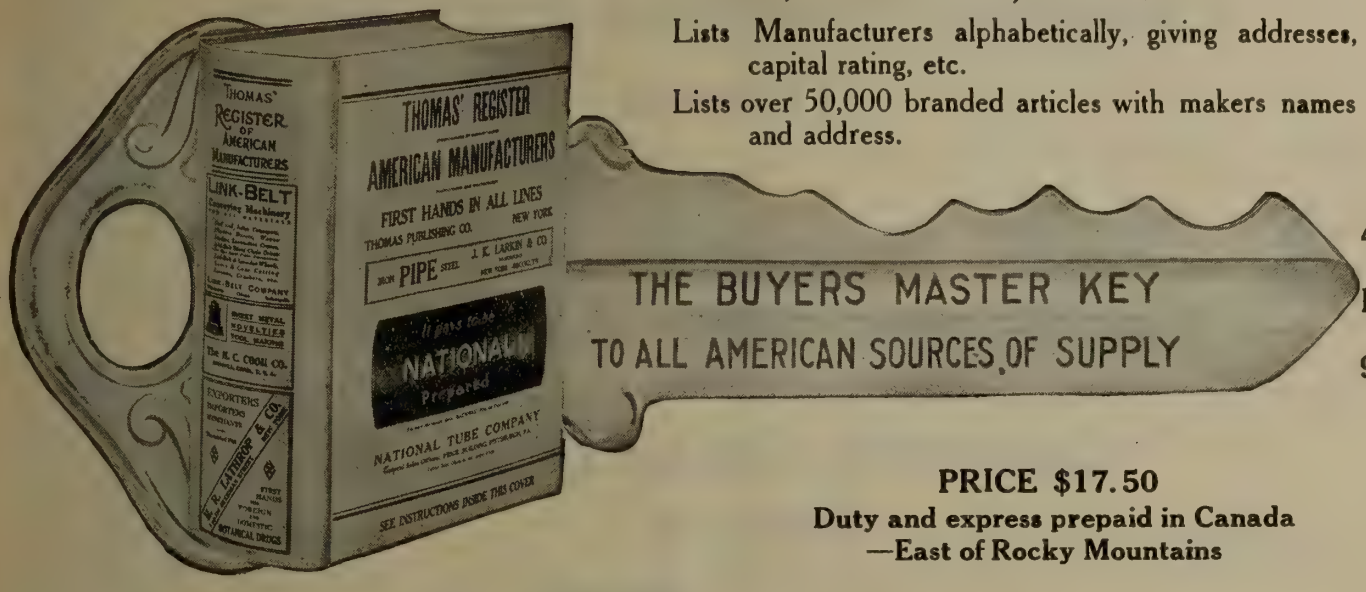
NORTH BROS. MFG.

Philadelphia, Pa.

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OUR
"Good Stoves, Cooking Utensils and Furnaces."

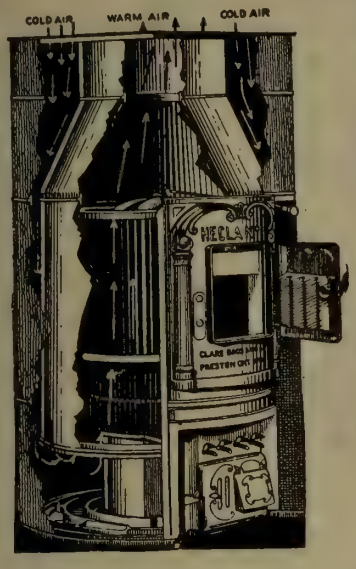
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OUR
"Electric Ranges, Heaters and All Appliances."

We shall be pleased to see you

THE
McCLARY MANUFACTURING CO.
LONDON ONTARIO

You'll Not Fear Competition With This Splendid Furnace Line

HECLA Pipe or Pipeless
SUCCESS Pipe or Pipeless
HILBORN Wood Furnace



A style and size for every selling need

EVERY dealer knows that the product with the important, exclusive selling points is the one that's most easily sold.

That's why hundreds of progressive dealers throughout Canada sell Clare Bros. Furnaces. There's a style and size to meet every prospect's needs—there are exclusive features which the prospect can readily see make for additional comfort as well as effecting a considerable saving in fuel.

Every Clare Bros. product, too, is built in a ***quality*** manner. You can be sure when you sell a Clare Bros. Furnace that it will stand up to every claim we make.

The Hecla

The Hecla Furnace, both in Pipe and Pipeless styles, has four big talking points—Steel Ribbed Firepot, Fused Joints, Circular Water Pan and Individual Grate Bars.

The Steel Ribbed Firepot, an exclusive Clare Bros. feature, gives three times the heat radiating surface—positively saves one ton in seven.

The Fused Joints, another exclusive Clare Bros. feature, absolutely eliminate all leaks of gas or dust.

The Circular Water Pan saves coal—ensures the proper degree of healthful moisture in every room.

The Individual Grate Bars make it easier to shake down.

The Success

With the Success, you are able to meet the competition of the low-priced furnace. With our large plant and big production we are able to build furnaces at low cost and still maintain *quality* in the product.

Like the Hecla, the Success has the Patent Fused Joints. You can guarantee no gas, no dust, no smoke. The Success is a standard furnace construction that will give good service.

The Hilborn

For the prospect who desires a wood-burning furnace the Hilborn offers strong recommendations. It will last a lifetime. It is the furnace that built our reputation for making good heating appliances. Made in two styles and five sizes. Simply and effectively constructed. Where wood is still to be had no furnace will give more comfort or more economical heating than the Hilborn.

The Big Furnace Season is Here

You can meet every demand for furnaces in your community with this splendid line. You can *increase* your furnace business—build up one—with it. Write us today for further information and details of our dealer proposition. Don't delay—every day now sees furnace sales made.

CLARE BROS. & CO. Limited

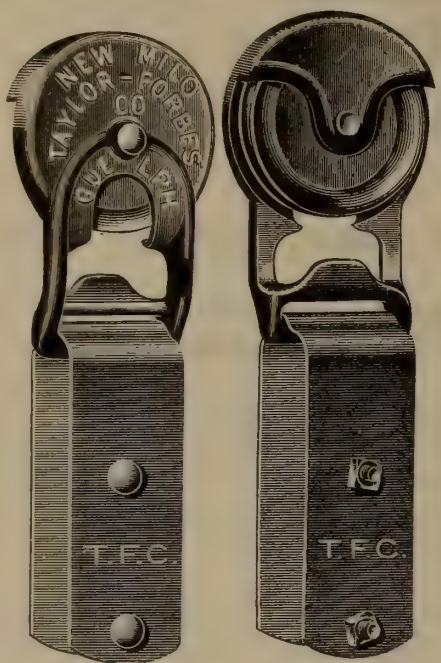
Preston - Ontario

Winnipeg Saskatoon Calgary Edmonton Vancouver

BARN DOOR HARDWARE

—T. F. Quality has stood the test of years and always finds a ready sale.

New "Milo" Hangers



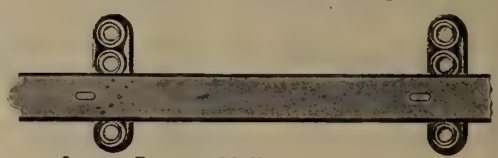
Front View Back View

A Good Barn Door Latch



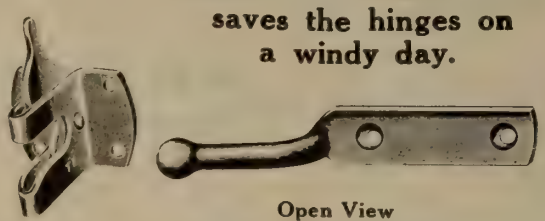
Common Pattern

Barn Door Brackets
1" and 1¼" assorted lengths

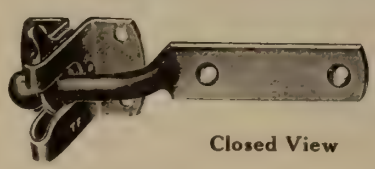


Large Pattern Malleable Brackets

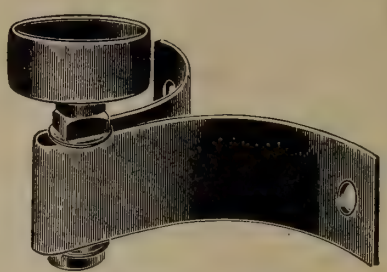
A Barn Door Latch which saves the hinges on a windy day.



Open View

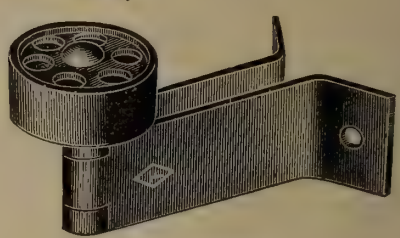


Closed View



Adjustable

Barn Door Stay Rollers



Swivel or Hinged

If your jobber does not carry these goods, write us for further details.

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HARDWARE AND ACCESSORIES

PAINTS·ELECTRIC·HOUSEWARE·HEATING·LIGHTING·

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VOLUME 14 TORONTO AUGUST 1922 NUMBER 8

STRONGER SELLING EFFORT NEEDED

EVERY paint and varnish dealer—every master painter—gets a certain amount of business that he does not go after. It comes to him naturally.

Many dealers and painters are content with this natural gravitation of business. But this unsolicited business, taken alone, will not *make* 1922 *the Greatest Paint and Varnish Year*—there must be stronger selling effort. What we call "normal demand" is far below the actual need for paint and varnish.

Dealers and painting contractors who are in dead earnest about making 1922 their greatest year, will put active *personal solicitation first* on their list of things to do.

WHY MEN FAIL IN BUSINESS

AT the top of the list of reasons why men fail in business Bradstreet's Journal places incompetence. To be incompetent means to be lacking in physical, intellectual, or moral ability. The least common and important of these deficiencies is want of physical ability. The history of commerce abounds in examples of men who achieved great success in spite of bodily handicaps.

The lack of intellectual or moral ability, however, is a cause of failure which can be overcome by persistent study and effort of the will Indeed, in most instances, moral ability is dependent upon intellectual ability.

That is to say, exercise of the mind through the acquisition of knowledge develops the ability to perceive the logic of ethical principles and, therefore, to distinguish between right and wrong in dealing with one's customers.

Intellectual ability comes from study just as physical ability comes from exercise. Consequently, the incompetence which causes failure in business can be eradicated by close atention to the pages of your trade journal, by studing the goods which you sell, by learning and putting science of salesmanship, and by giving your customer the kind of service which is honest, sincere, and neighborly.

ROUT THE INTEREST EATERS

EVERY article you keep in stock is there to be sold. Lying on the shelf it is not only not making profit but it is eating up interest every day, and cutting down your net profit. Did you ever stop to think of that?

If you pay $10 for an article and sell it for $12.50 you make 20 per cent. If you hold it for a year before you must sell it you must charge off six per cent. interest, reducing your profit to 14 per cent. On the other hand, if you sell the article twice in a year you make 40 per cent. on the original $10.

Perhaps one such item does not mean much but a store full of them cuts your net profits to less than you would have made on the same amount of money deposited i a savings bank.

Get the idea yourself, and see that every one of your employees has it, that you are in busines to sell goods, and selling requires efforts. It is surprising to most dealers and garage owners to see how much equipment can be sold when every man strives to sell all he can in a week. Have a "drive" and get rid of the dead ones."

GIVES DISCOUNT INSTEAD OF SERVICE

PROBABLY one of the greatest drawbacks to hardware stores handling automotive equipment is the fact that service generally goes with the merchandise, or at least many people expect it. A spotlight, a steering wheel lock, a new spark plug, etc., all carry with them the implied obligation of "putting it on the car," and as a result many hardware stores throughout the country have discovered auto accessories, thought about this service proposition, and then decided not to handle them.

A Hamilton hardware store has handled automotive equipment for several years, and does a nice business on a comparatively small stock.

About $1,000 is the average inventory, and an exceptionally good turnover is secured all the time.

When asked how the store handled the question of service, it was found that there is more than one way to get around an objection.

"We prefer to give them a little discount and have them go to a garage and have the service given there," said the manager. "In this way we get a good deal of trade, and we keep it too, but the fact that we are willing to give a discount makes customers willing to buy here and get their service at a garage.'

For example, if a customer makes a purchase of some automotive equipment that necessitates service, the store gives a discount of fifty cents or perhaps $1 and suggests that if service is really needed, a garage would be the best place for it. What happens? In a whole lot of cases the customer discovers that he can give himself the desired service, and as a result he saves money all around, while the store is satisfied too.

The discount idea has really increased business if anything, and of course the store does not lose by such transactions.

Business Coming of Age

Written For Hardware and Accessories By Dr. Frank Crane.

BUSINESS is coming of age.

That is, it has about done standing around like an overgrown boy and apologizing for its existence.

It has been snubbed, sneered at, and given the haughty o-o for several thousand years.

All this time it has been, as it were, in its chrysalis. It is now coming out and finding its wings.

In plain English it means that the business man everywhere in the world is realizing the importance of his calling, is quietly assuming that dignity which is his due, and is about through with kowtowing and apologizing for being alive before that bunch of idlers we call Society, or that other ancient and honorable bunch we call Nobility.

More young men are planning to enter a business career in this morning of the twentieth century than in any previous period of the world's history. More young men are looking forward to becoming merchants, railway managers, mining engineers and manufacturers of the things humanity needs, than the number of those contemplating what has been known as the more gentlemanly professions.

And what is more significant, the girls are manifesting a decided preference for the young fellows in business over the young professionals.

This is really a profound change. Time was, and not so very long ago either, that there was very little difference socially speaking between a merchant and a beggar, between the man that sold dry goods in the shop and the huckster that peddled knickknacks from a cart.

They were all classified as being "in trade." Duchesses, milords and miladies looked on them as a sort of a lower order of creation.

Education was not for them, and schools, especially universities, made no provision for their training. All the young fellow could learn at school was to be a gentleman idler, or one of the four professionals whose business it is to wait on gentlemen idlers, a lawyer to look after his property, a teacher to instruct his children, a doctor to physic him, and a preacher to save his soul.

That sort of thing is changing. We are realizing that a broad basis of general culture is as necessary for a wholesale hardware merchant or a manufacturer of steam fittings as it is for a man whose chief business is to play golf by day and gamble by night.

The reason of this is that this is the age of democracy.

Democracy is the big, new fact of the world and is rapidly bowling over all of the bunk that heretofore has imposed on mankind.

And the firstborn man child of Democracy is Business.

It is the business man who, other things being equal, has the soundest notions of justice because justice is the basis of all his operations, and the clearest notions of morality because in his hands morality is intensely practical, and makes the best citizen and voter because government, after all, is nothing but a matter of business.

Business is coming of age.

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HOW TO CASH IN ON HOUSEFURNISHINGS

Howard Conroy Tells How His Small Town Store Changed from Selling Hand Power Machines to Electric Washing Machines.

THE housefurnishings department of the hardware store is one of the most important branches of the business. This applies to the small town store as well as the one located in the larger cities.

Let's look for a moment at some of the things which the housewife can purchase at almost any modern hardware store, for the convenience and comfort of her work at home.

Let's begin right at the very heart of the household—the kitchen.

Her kitchen range came from the hardware store, as did the oil or gas stove which serves as a Winter auxiliary when the range is low, and which shre uses altogether in the Summer.

On the shelf is an alarm clock by which she times her cooking and baking—another to our store.

Over there between the windows is a kitchen cabinet—a wonderful help to any housewife, and in its drawers are any number of different kinds of kitchen knives, can openers, potato ricers, spatulas, cake turners and so on, almost without number.

She says she finds almost daily use for that food chopper, clamped to the kitchen cabinet.

Do you see that fireless cooker there on the floor besides the range? She tells me she believes that it has actually paid for itself several tiimes over, and that it is one of the very best investments she made at the hardware store.

There is an electric sad iron which this same dealer sold her and the ironing board as well; I noticed several other electrical appliances as I walked through the dining room—a toaster, an electric grill, a coffee percolator and a chafing dish, and you may be sure I was pleased to learn that the local hardware dealers were responsible for them, too. In one corner of the kitchen I saw a small builtin cupboard and as the door stood ajar, I couldn't help but notice an electric vacuum cleaner.

"Here is a device that will surely make any housewife glad." the good lady remarked to me.

"I once looked forward to every cleaning day with nothing but dread, and now it's so different than any other day, for all I have to do is to steer the cleaner and it does all the work for me."

"I'm so glad our hardware man asked if he might demonstrate it for me one day, otherwise I should probably be using my broom until this very day, because I never realized how splendid this cleaner would be right in my own home."

I believe we might continue in any of our modern and up-to-date homes and run up quite a list of these necessary household devices to be had in the hardware store.

The tremendous circulation of our many national household magazines brings the use and knowledge of these devices in the country home as well as to our city neighbor. In many cases, the village housewife is just as able financially to buy these useful articles as her sister of the city. The servant problem is the same everywhere and everything of use and convenience to the housewife is a matter of assistance to her, so I contend that the hardware merchant of our smaller towns and villages is missing a great opportunity if he neglects this end of his business.

I honestly feel that too often we do not recognize the possibilities which lie before us, right in our very midst—sales which are almost ripe for the picking. Surely many of us can develop and cultivate these possible prospects and reap a bigger harvest than we have anticipated.

The question of local sales possibilities came to my attention recently in respect to an item of household hardware which runs into considerable money for the purchaser and a handsome profit for the dealer—electric washing machines.

If personal experience is of value as a method of showing how one hardware dealer in a small town "did it," I shall be only too glad to briefly go over our recent experiences in this line.

First, let me say we are located in a town of less than three thousand inhabitants and a town in which no manufacturing enterprise turns any tremendous amount of money into circulation to the stores. We have our small manufacturing plants like many another small town; in fact, we are the average town, which I ask you to bear in mind lest you think there is some special feature in our favor at the outset, for there is none.

We have, for years, sold the hand washing machine; for over a year we have sold one of the three types of electric washers which they manufacture, and with very fair success to ourselves in number of machines turned out, although we are only one of four concerns in town handling this household device, each of us specializing in our own make.

Regarding the sale of electric washing machines, I would first suggest to any dealer to whom this is a new and untried enterprise, that he first of all select a make which he is assured stands for excellence in its field. The one which we sell is nationally known and advertised.

Next after selecting your machine we find it to be a vital point to secure an exclusive local sales territory for it; this protects you and gives you a confidence that no other dealer in your vicinity can "steal your thunder" after you have gone ahead and worked up a nice business for your store on this particular make of machine.

Newspaper advertising in your local papers will help greatly to link this machine with your store, for you want folks to associate the two in their minds.

After you have secured the machine, the next step is to become absolutely familiar with its operation and mechanism. What you cannot learn from the sales literature and the direction card of the manufacturer, you can get from the salesman who calls on you from the company. Best of all, is a trip to the factory, and this is one point in which the writer has been fortunate; this visitation lends an air of assurance to what you have already found to be true about the machine.

Well-built washing machines are not subject to any

great amount of breakage or major repairs. Such minor repairs as may happen from time to time can be easily attended to by the "handy man" in your store—a fuse burns out, a pin shears off— a belt breaks, or something of the sort—disconcerting to the housewife to be sure, but only a matter of a moment's attention to the man who knows how.

A SUCCESSFUL SMALL STORE DEMONSTRATION

I have not yet touched on our recent demonstration and I want you to know about it, as we were much gratified by the results.

The factory sent one of their demonstrating salesmen to spends two weeks with us. We honestly thought that we had our prospects well taken care of, so when he came we really had no good and promising ones for him to call on.

We had agreed to place in stock all three types of the electric washing machines made by the company; they cover a range of price variance of seventy-five dollars, so you see we had a good assortment to start out with. The lowest priced machine sold for less than $100 and the best one at twice that amount, with one in between the two.

On the first day of our demonstration we placed this best and largest machine out on the sidewalk in front of the store, ran a wire from a window socket and started the motor and engaged the gear of the big copper tub. We kept one of these machines running in front of the store for every day of the two weeks demonstration and I can honestly say that this novel display of an electric washing machine swish-washing its suds back and forth with the cover off out there on a winter's day with snow flakes in their air, created so much interest that we lined up prospects from it to whom we sold machines during the two weeks.

Our plan was a home demonstration with the factory man and one of our salesmen to do the washing in our prospect's kitchen; then we left the machine so she could do a couple more washings for herself, all without a single cent of payment. We agreed in each case to bring the machine, do a washing, and take it away (if necessary) all in good spirit and at no cost to the prospect, just for a chance to show her in her own kitchen the practical value of the machine. We placed machines in homes of well-to-do persons who since have paid spot cash for them we sold them to working folks with large families who are now paying for them on the contract installment plan; but I think our big idea was in placing them with local laundresses who took washing into their own homes.

For them we planned out a little sales talk which seemed to "take" pretty well and which brought good results for we landed nearly every one we went after.

PARTNERSHIP PLAN WORKED WELL

According to this plan, we furnished the machine, and the woman who was taking in washing was to be the operator of a "home industry." She did the work and we split 50-50 with her on the proceeds until the machine was paid for and then it was a one hundred percent proposition for her, and we dropped out as silent partner in the home industry.

Of course, we had to be assured that she would take in a certain number of washings each week, in order to bring in enough money for a division which would be fair to both of us.

For instance, suppose a woman had been taking in washing by the tub or hand machine method, we showed her how much more money she could make and with less work to herself by using one of our machines. She took in more money and forgot the former weariness of the old-time method and, as partners, she paid us half and the half she now kept for herself was as much as all she formerly took in from her old-time method of washing.

This plan was simple and easy and we now have several of these women on our contract installment sheets as satisfied customers and good advertisers of our machines. In turn for the good word they speak for the machine, we are often able to send them new 'customers" for this home industry in which, for some weeks, we are silent partners who started them in business.

ALUMINUM ATTRACTS WOMENS TRADE

Aluminum ware is one of the lines which can be made a splendid medium for advertising a store through apppeal to woman's appreciation of the novel and beautiful. There may be some who will question the use of the word beauty in connection with such prosaic things as cooking utensils. But to the housewife the things which stand for cleanliness and sanitation in her kitchen have a meanig for her which she translates in terms of beauty. The dealer who realizes this and also that women are always interested in doing something different will be able to find many ways to attract new customers.

WINDOW DEMONSTRATION SELLS WASHERS

Beattie-McIntyre, Ltd., Toronto, recently conducted a demonstration, in which they featured a well-known elecric washer and ironer. The electric washer was conspiciously displayed in the front of window and operated by a cheerful lady demonstrator.

The electric ironer formed an excellent background, and on a rack nearby was placed the clothes after ironing. As a result of this window demonstration six electric washers and one electric ironer were sold.

A BASEMENT ENAMEL WARE SALE

Almys, Ltd., Montdeal, devoted a display to their Bargain Basement Sale of enamel ware. The grained panels at the rear and sides were covered with tiled blueish grey paper. Attached to the centre rear panel was a bunch of blue flowers, with grey tassels dangling from the same. A kitchen table stationed in the exact middle of the trim was piled high with enamel ware of all kinds. Mounds on the floor at each side contained various pieces of enamel ware. Small enamels pans were hung by their handles on stands placed here and there. A card down in front directed attention to the special offer in the following convincing manner:

"Monday in the Bargain Basement—2,500 pieces of Enamel Ware. Values to 50c, 15c each; or 8 for $1.00.

EVOLUTION OF A SAUCE PAN

The Woolworth Co., Toronto, Canada, depicted "The Evolution of a Sauce Pan" in a trim devoted to enamel sauce pans. In all thirty different processes were illustrated by photographs taken in the plant where the pans in question were manufactured. The raw material from which the pans were made were also on exhibit, in addition to a number of the sauce pans in the completed stage.

MAKING PROFITS ON WARM AIR HEATING

R. W. Menk makes Practical Suggestions on How to Increase Profits in the 'American Artisan'

ESTIMATES, Sales and Installation are three features that are of especial interest to the sheet metal worker and furnace installers. These three items can make you a failure or a success in the furnace field and, therefore, deserve careful study. Show me the man who has succeeded and I can show you immediately why he did so.

I am safe in saying that over 50 per cent. of the furnace estimates are no more than an outright guess at the cost of any particular installation. I also believe that out of these estimates less than 10 per cent. will show a profit and that the balance either break even or show a loss.

The other 50 per cent. will indicate some attempt at an estimate but I doubt that more than 20 per cent. or 25 per cent. will show intelligent understandable figures and sketches that can be placed in the hands of another to execute without the addition of much explanation.

Haphazard guessing and kidding one's self in the hopes that all will come out right in the end is the general rule.

Makes Sketch of Every Job

When I took hold of the Furnace Department for our company, I determined that no estimate, no matter how small would go through that office without a sketch of the job drawn to scale and a complete itemized estimate of every article necessary properly to install the job attached to the sketch or blueprint and if any ever got by, I have not learned of them.

The result is that we have formed habits of carefulness that result in sending the right kind and number of materials.

The outcome of such a system is that the materials fit the job, that the mechanic can complete the job on time, that the mechanic was in a good humor for being able to show his ability, that there was not a wagon load of materials to be returned, that the customer was pleased and in the majority of cases a profit worth while procured.

Hundreds of estimates are made which fail to list all of the material necessary, occasionally such items as the casing, the wall stacks, the registers, and frequently the smoke pipe are overlooked. I ask you how carefully are you making your estimates?

Pertinent Questions on Sales

How well acquainted are you with the article you are trying to sell?

Are you satisfied it is just the equipment for the particular job?

Have you given the job and all of the sales features sufficient thought to talk to your buyer in a way that you will not get tangled up and have to change your mind or the estimate?

Are you sure that the sale does not hinge only on a matter of price.

If it is price only, what are you going to do about it?

Are you one of those fellows that goes at the sale hapharzardly, a fellow that when he sees his price is high, will cut it and if that does not land the job to cut it again, or are you he fellow that thinks the matter all the way through and when you have made up your mind stick to it, sink or swim?

Are you honest in all of your sales arguments, and do you live up to your promises to the letter?

It isn't the first sale, nor the second that counts, but how often can you come back? How welcome are you when you do come and how much confidence does the community in which you live, have in your word and ability?

Installation is All-Important

After the estimate and the sale comes the all-important feature, Installation, and oh so many angles to it.

The fellow who cuts the price is now beginning to consider how he can get out from under. He asks himself, can I put in a smaller furnace? Cut the size of this or that warm air run. Locate the cold air return where I can save eight or ten feet of pipe and perhaps some fittings, use lighter materials, cut the labor cost by putting a helper on the job instead of a mechanic.

The building is now ready for stacks. Where is that estimate with which the right materials and all the necessary materials can be picked out? Who are you going to inconvenience by failing to have the materials on hand at the proper time? In other words how well organized is your establishment to render absolutely satisfactory service?

These are the questions that if satisfactorily answered count for failure or success. How do you measure up to them? How careful are you in the manner in which you use the other fellow's money? I have said nothing as yet as to your ability satisfactorily to lay out estimates or install a warm air heating system, for if you are in the furnce business it is very essential that constant careful study be necessary in order that the black diamonds thrown into the furnace will give the owner the largest results for the money expended.

No one should attempt to install a furnace in any particular job unless his experience assures him that the job will give absolute satisfaction and if there is the least doubt about it, some reliable source should be sought to guard against any comebacks. In any case take up the matter with the furnace or fittings manufacturer, he will be only too glad of the opportunity to help you. He has people employed for that purpose. Don't be ashamed to ask for help for it is not expected that a merchant who handles dozen of lines of material can keep posted upon all the lines. These statements are particularly true of the small merchant who installs only a very limited number of furnaces each year.

I advise you to know your game from "A" to "Z". Carefully lay out and figure every job. Be liberal in your sizes of furnace and fittings, use cold air returns at least 20 per cent larger than the area of the warm air pipes, make the jobs tight, do first class work, and it will not only make you successful, but make you and your customers happy."

BUILDING PROFITABLE FURNACE BUSINESS

Wanless Hardware at Chatham Does a Business of One Hundred Furnace Installations Yearly—Find Pipeless Furnaces Popular.

Written for Hardware and Accessories by A. L. McCready

SELL the warm air furnace best adapted to the home. Wherever possible install a furnace a size larger than the one conceded necessary to heat the building.

Deal directly with the owner of the building.

And lastly, make installations with the object of service in view rather than that of price. Cheap work and a reputation for good work cannot keep company.

The above are a few of the principles advocated and practised by Geo. H. Wanless of the Wanless Hardware Limited, Chatham, Ont., in conducting the furnace end of the firm's business.

Upwards of 100 furnaces have been installed by the Wanless store during the past year. Sales for this year have started off with a bang during the past month, and Mr. Wanless is of the firm belief that this year's sales will be well over the 100 mark.

A general feeling of confidence is exhibited throughout local rural parts; crops of the county are in splendid shape and, though numerous other businesses seem depressed, the farmer maintains a more optimistic outlook. To this attitude Mr. Wanles attributes much of the credit due for the recent sale made in the farming district.

As a matter of fact the store gives a preference to this country business rather than to a certain portion of the city trade. The average plan a good many contractors work from in building houses call for a furnace—no particular specification being made regarding kind or service-giving qualities. In every probability the furnace contract is sublet. What more natural then, than that the general contractor considers price, the sub-contractor doing likewise and an inferior job resulting on price consideration? If the furnace falls down on service there was nothing in the plans specifying other than a furnace—any old furnace. The owner has no come-back. And he in all probability let the contract for the building on price consideration himself. Thus it is a price job all around and one that the particular furnace man is not very desirous of securing. By dealing directly with the owner of the building Mr. Wanless finds it more satisfactory.

The firm's principle is to advocate and install the furnace that will give the service, priced accordingly. To do this may place them on the outside as regards a deal of new installations, but they feel that it is policy to let these jobs go by rather than lower standards to meet the cheap installation demand.

Geo. H. Wanless, head of the Wanless store's furnace department has built up a reputation for dependable furnace installation, covering a period of thirty years experience. Not every furnace man has been in the game for that long. Naturally much can happen in a period of that lenght, and nothing is more gratifying to Mr. Wanless than the knowledge that many of those earlier furnaces are still giving service. They form an asset as an advertisement that brings new business to his department every year.

In speaking of furnaces, Geo. H. finds about an equal demand for pipe and pipeless furnaces. Newly built houses with numerous arches and free air circulation have the ascendancy in the demand for pipeless furnaces. In fact the demand for this class of furnace is fairly general in new homes. Given the proper kind of self-contained house, Wanless has enjoyed good satisfaction with pipeless installation; especially since the leading makes are making provision for a larger cold air circulation back of the furnace.

The pipeless furnace seems to have caught on with the home-maker, and numerous applications for pipeless furnaces in re-installations are received by the store. In the the majority of these re-installaton jobs the house are of the older design and not adapted for the pipeless furnaces. Wanless in these instances shows the inadvisability of stacking up a pipeless against a job it cannot handle. It isn't fair to the owner of the home, the furnace or the furnace man. He sells the furnace adapted to the home or lets the job go by.

Another policy of his is to get down to real measurements and not guess work measuring up a house for an estimate. At that he advocates a furnace a size larger than the measurements call for. His argument is that a larger fire with its slower burning tendency gives better service and satisfaction, as well as being more economical in the long run; especially from the fuel standpoint.

As regards getting a line on prospects it is a policy of the store that its men keep their eyes open as regards prospective builders. Virtually they do their own scouting. The firm caters to the whole county, and ou-of-town work in the sheet metal line brings them in touch with farm

Do You Use Our Workshop?

We have a real workshop business and its increasing all the time.

Service and satisfaction is the real reason.

Whether you need repairs or new work just let us know and we'll give you perfect service.

Sheet Metal Work of every kind,

Roofing Plumbing
Furnaces Gas Fitting

Wanless Hardware Limited
48 King St.

First Hardware past market
Phones 65 and 66

A sample Wanless Advertisement, changed daily, pointedly written and feating seasonable goods

and village homes where furnace installation is being considered. Each prospect's name is filed away, a salesman assigned and follow-up letters used.

Much missionary work is done in this line, but reliance is placed in the personal call. The salesman places his proposition before the prospect sincerely and truthfully, and covers the ground thoroughly, even should the cause seen a losing one. Though a frost seems a reward of the personal calls, and impression is striven for. Often months after the call the prospect, who has had something given him to think about, will call at the store and take up the matter.

At the present the Wanless Limited store is conducting an aggressive summer campaign in the furnace line. Though the majority of home owners leave the matter of furnaces until the cooler weather of September and October brings the matter home to them, they report that the furnace business is picking up following the quiteness that ensues with the beginning of spring.

Besides newspaper advertising, personal salesmen and direct by mail promotion of the furnace business, the store takes advantage of the publicity by exhibiting at the winter corn shows and the fall fairs. They believe in keeping their name before the public, and one notch ahead of competitors, wherever and whenever possible..

In this connection it is desirable to mention that the Wanless store has seen forty-three years of business activity. Prior to last March the store was run as a private enterprise by its founder J. C. Wanless. On March 7 the store branched out as a $100,000 chartered company, changing its name to the Wanless Hardware Limited, bringing members of the family into the firm. J. C. Wanless founder of the store, became President, and his three sons fill the other offices: Geo. H. Wanless as Vice-president, Arthur Wanless, Second Vice-president, and Ed. Wanless, a past President of the Ontario Retail Hardware Association, fills the office of Manager and Treasurer.

The family association gives the store a unique distinction. The boys entered the store at an early age and by working together have had the gratification of seeing their business grow, and make it, too. And following in the footsteps of their dads are two grandsons of the senior Wanless who have taken their places in the store's personal.

ENAMELED WARE DISPLAYS

The windows of some hardware stores look like a combination of department store, factory and garage. It is true that live hardware stores are frequently all of these things, but trying to show too much in the window at one time defeats its own purpose. The passer-by gets the impression of a jumble, rather than of goods which appeal particularly to him or her.

In order to show the value of the "one idea" window, the service department of the Associated Manufacturers of Enameled Ware, 46 Cedar treet, New York, is distributing to hardware and furniture stores and the housefurnishing departments of department stores, special designs for window displays. The two displays being sent out were sketched by leading window display men, and clear directions are given for putting them up. The outstanding feature of these displays is simplicity—each shows only enameled ware and related objects—not a jumble of tools, electric goods and tires.

One display requires no "properties," but a stove or box and some black cloth to drape over it. A single utensil is placed on this "pedestal" and a few other utensils are grouped around. The featured piece may be changed each day, a special sale being held for it.

The other display is designed to appeal to mothers. The young mother, of course, is the most liberal kind of customer there is and she is the strong friend of the store which caters to her babies. The window is fixed up to look like the corner of a kitchen in which the baby's food is being prepared. On a kitchen table are placed a few enameled ware utensils, baby's bottles, etc., and there is a baby's high chair with a doll on it to make it look real. The idea of the window is to bring out the features of sanitary cleanliness of enameled ware.

Attractive window and counter display cards in two colors, showing enameled ware in a catchy way, are being sent out with the window displays. Dainty housewives are pictured in each of the four cards and the phrase "Enameled Ware—the Clean Ware" is used as a slogan.

STORE'S SIZE INFLUENCES SALES

The hardware business includes such a large number of different articles that it requires quite a large store to feature them. It should be possible by means of window trims and display tables to keep practically every line on view. This influences trade as it acts as a reminder to the customer.. F. R. Jackson of 1592 Queen Street East, Toronto, demonstrated in his store just what effect the improved design has had on his business.

A short time ago he had the whole layout of the store changed, were formerly it was short and crowded it is now long with plenty of room for interior displays. At the back of the sales room there was a store room used for oils, surplus stock and so on. He had this cleaned out and the dividing partition torn down making the sales room twice as long as it was formerly.

Down the center of the addition to the showroom he has placed long tables on which the articles that were unable to be displayed were placed. Stock that formerly, on account of no room to display it, was kept in the store room or in the basement is now in sight of the customers and has accounted for a considerable increase in sales.

The store, which is situated on the corner, formerly had a blank brick wall with one small window, facing one street. This wall he had torn out and replaced with a big show window that enables him to make window displays on a much larger and more profitable scale. For instance, one section of the window is devoted to paint. In it he has paint displays all the year around. This is one of the lines in which he does a large business. The windows partly serve to induce the customer into the store, and as Mr. Jackson says." Once they come in they seldom go out without something more or something better than they came in for."

He featured a cheap line of paint in his windows during the spring months.This seemed to attract interest, but in most cases the customers purchased a better line than was advertised when the difference was explained to them.

The increased number of windows has also made the store brighter. There seems to be no reason why a hardware store should not be as well lighted as any other kind of retail store, but very many of them are poorly lighted. A bright interior attracts customers.

There was a time when people were suspicious of the large, and up-to-date shops. They thought that the prices must be higher to maintain the store. They are learning now that the place where the price is right is where the dealer has responded to the demands of modern times for modern methods in store management.

USED STOVE SALES MADE PROFITABLE

How A. Welch & Son, Ltd., with Three Stores in Toronto, and a Large Business, Have Made Rebuilt Stoves a Source of Profit.

By D. G. MacInnes

ONE of the greatest problems that hardwaremen who sell stoves, probably, have confronting them is that of taking old stoves in part payment on the new. How to get rid of these is the question. To sell them as old iron might suit many but that would mean taking a loss and some dealers even do take a loss to sell them again as second hand stoves. There is no question as to the advisability of taking old stoves as payment on the new.

It is in most cases necessary in order to make the sale; so that the problem cannot be dodged by refusing to exchange. This difficulty has been most successfully surmounted by A. Welch and Son, Ltd. The success of their plan is proved by the magnitude which it has assummed. It has developed into amazing proportions, as at the time of writing they have on hand no less than between three and four hundred rebuilt stoves that have been repaired in anticipation of the Fall business.

They have found, as others have found that the purchase of these stoves is necessary to secure the new stove business. Many people who desire to purchase a combination range, or a more up-to-date coal or gas range, will have on their hands an old range which they wish to dispose of as advantageously as possible, and, if it can be given in part payment on the new range, the purchase price will not seem so big.

The credit that they give on these stoves depends entirely on the make and on the condition that it is in when taken. The price averages from five to twenty-five dollars. Whatever the price may be that the customer receives, it influences him to make his purchase and knowing that he did not have to pay the full purchase price he is more contented with his buy.

They adopt a system with these old stoves that quite prevents any possibility of loss. When the old stove is delivered to the repair department. there is a tag attached to it that stays with it right down until the time it is sold. On this tag is marked the cost of the stove from the customer; then when it reaches the repair department, the repairman lists on it how many hours he spent in repairing it, and the materials and parts that were necessary to put it in good shape. When the stove is delivered to the sales room, the total cost is to be seen at a glance. To this cost a fair profit is added and the stove is already for the sales room. On these stoves the sale price is about one half of the cost of a new stove.

They have found that this stove at such a reduced price has met with a big demand. It resembles a new stove and yet costs just half. Many who find it impossible to buy a stove at the price the new ones sell at, can afford to buy a rebuilt stove.

"The average life of a stove is from ten to fifteen years" said Mr. Welch. "After a stove has passed through the hands of our workmen, and has had the needed repairs made, I can safely state that it is good for another similar period. The whole secret is in good workmanship. Our workmen try to renovate the stove to look as close as possible. like a new stove: That is where so many stove dealers make their mistake. They do not take the time or trouble to see that the old stoves are repaired or cleaned up properly; with the result that they cannot ask the price or make the profit that we do and in some cases are even unable to sell them."

The rebuilt stoves were indeed like new. Side by side with the new stoves it is almost impossible to tell which is the new and which the old. Then on being taken by Mr. Welch to see the stoves as they are handed over, then, the writer marvelled how the work could be done so perfectly.

Not only are the stoves well gone over but they are also guaranteed. Such is Welch & Son Ltd., faith in the work that they turn out. Each stove is guaranteed for a period of three months, in which time the customer, if the stove does not suit, can return the stove and receive his purchase money in full not only that, but the guarantee also includes a service clause. If at any time during the three months any part of the stove should be broken or the stove not functioning properly, a man is sent to investigate it. There is one man whose sole duty is to investigate, with a service truck, these complaints and to see that breakages are repaired, parts replaced or retribution given. This gives Welch's a close touch upon all the second hand stoves that they sell and the customer is very much more satisfied, even although he may have no occasion, to use it, when he knows that any stove trouble he may have within the three months, will be taken good care of, free of charge.

A large stock of stoves is maintained at their to branch stores and at the main store at 304 Queen street west. The stoves are all repaired in the extensive workshop at the main store and they are distributed from there to the other stores.

Some of their sales are also, undoubtly due to their faith in advertising. They advertise extensvely in the daily newspapers and by means of big bill boards.

The point to be gained from the success of this store in getting rid of what was once looked upon as being worthless stock, is that used stove can be sold at a good profit. All that is necessary is that the used stove be gone over painstakingly so that the customer will be sure to get the full value of his money in purchasing a second-hand article. This branch of their business has developed from a state of almos worthless trade to a amazing proportions with big profits. They are meeting the demand for a stove that is cheap but yet are giving their customers an article hat is practically as good as new. Other hardware stove dealers should be able to do as they have done and turn losses into profits.

Customer dissatisfaction may not cause you to lose your job; but it is very likely to cause your store to lose a customer. Anything that hurts the store hurts you.

SELLING STUNTS THAT INCREASED SALES

A Years Subscription to Hardware and Accessories will be given for every 100 word description of a Selling Stunt which has been found Successful in any Canadian Store.

TIME FOR WASH-DAY MEALS

Wash-day in many homes is a nightmare to husbands, who are served meals of the make-shift variety. Moodie and Jory, Barrie, Ont., played up this argument with great effect. They did this by wheeling an electrical washing machine to the approach of their store. The machine was kept in constant operation, while very convincing show-cards were employed in conjunction with the same. The best example of these was illustrated by a picture of the interior of a room, in which a family was shown at dinner. The picture cost nothing to produce, as it had been clipped from a popular woman's magazine. The caption on the card announced:

"Lots of time for work-day meals when you have this time saver."

SPECIAL ALUMINUM SALE

A Pennsylvania hardware store held a special one hour sale of aluminum ware on the 18th of March. The goods were put on tables in one department of the store. There was a front door entrance to this department, and no one was permitted to enter until sharp 10 o'clock when the doors were opened, and the crowd surged in. It was a case of every customer waiting on herself no goods were wrapped. In three-quarters of an hour, with the exception of a few items, the entire stock was cleaned out. Items were all new goods especially chosen for this sale, and priced at 1, 49 and 99 cents.

The object of this sale was not for the financial return that would ensue, but chiefly to attract attention of the general public to the store. Due announcement was made in the local newspaper, and the event moved off so rapidly that one did not have time to observe conditions very carefully, as there would be in a one or four-day sale. In other words, you had no time to talk to the customer to see if they were in need of other merchandise in the store, etc. It was a case of grab, take it, and pass to another room, and in the passage was located the cashier with an adding machine, and the man who had charge of the sale.

MOVING THE WINDOW INSIDE

A retail hardware dealer noticed that a great many people would come into his store and ask him for something that he had had in his window the week before, and in many cases they couldn't quite remember what it was. But they knew it was something that they wanted.

This gave him an idea to move his window inside his store every week. He therefore secured a large table and placed it at the front of his store where everybody could see it. Then in trimming his window he would transfer the display from the window to this table and let it do duty there for a week while the new display did duty in the window.

He found that people were reminded by the display inside the store of something that they had seen in the window the week before and wanted, and in that way another boost was given business.

AUCTIONING OFF A STOVE

In order to call attention to their stove department, a Western hardware store conceived the plan of having a stove auction. Bills were gotten out in regular auctioneer style, headed, "Going! Going! Gone!"

They then went on to state that they would sell to the highest bidder one of the hot blast stoves. A box was placed in the lobby in front of their store, and anyone who wished to bid on the stove was asked to place his name, address and bid, on a card furnished by the store, and to then drop it in the box. Two weeks were given for the bids, and if later, being convinced of the merits of the stove, a bidder wished to raise his first bid, he was privileged to do so, and only the last bid would be considered.

INCREASING STOVE SALES

How to increase the sales of stoves was one of the problems that came to a hardware store. After considerable study the following plan was evolved: Prizes were offered to both boys and girls for reports on the oldest stoves and ranges in use in his town and surrounding trade territory the report in each case to give the name and address of owner, name of stove, when it was purchased and from whom.

The prizes were awarded, says a writer in *Hardware Trade*, to the boys and girls who sent in the reports on the Oldest stoves in the entire report, and which were in actual use.

What was the value of such a contest? The store secured a most valuable prospective stove purchaser list, with the name of the owner of the old stove—who was certainly an excellent "prospect" for a new stove. Letters were immediately sent out to this list, followed up by other letters and sales literature, as well as personal calls.

The net result was that more stoves and ranges were sold in sixty days than in any previous entire twelve months. Further, the old stove was secured and put on exhibition. The general publicity of the contest also drew much other business.

PIPELESS FURNACES

Figure it Out for Yourself

If a **PIPELESS FURNACE** saves you ***One ton of coal each winter*** can you afford to buy any other?
One ton of coal at $15.00 means 10 per cent. on an investment of $150, so that when you install a **PIPELESS FURNACE** you are investing your money at ten per cent. instead of paying for a furnace. We guarantee a saving of one ton in seven.
Ask us for further particulars.

Priced from $115.00 up

A. Welch & Son, Limited

304 Queen West—Phone Main 298
1061 St. Clair W. and 888 Danforth Ave.

Convincing ad. featuring Pipeless Furnaces featured by a Toronto store.

HAS THE RADIO BUSINESS COME TO STAY

How far should the Hardware Merchant go in Stocking goods to Supply the Demand for Radio.

By Wm. H. Easton, In Charge of W J Z Broadcasting Station

WILL radio broadcasting continue or is it only a temporary craze that will subside and disappear within a short time?

This is a question that is being asked constantly. It is an important one, especially to the hardware trade, because upon its answer depends the radio policy of every dealer.

If radio is to be a short-lived affair, it would be folly to buy large stocks of radio apparatus and go to any considerable expense in developing a radio department.

On the other hand, if radio is to be a permanent utility, like the automobile or telephone, then the sooner every dealer that can profitably handle such business learns the ins and outs of the line, trains an efficient salesman or staff of salesmen, and establishes good trade connections, the better.

There are two important factors in the present radio situation that every dealer must thoroughly appreciate. In the first place, the demand for radio will always tend to diminish during the summer months, with their long days, hot weather, outdoor life, and over-abundance of static interference. But it will increase with the coming of the fall, when good receiving conditions return and the cozy comfort of the living room once more makes its appeal.

Secondly, the present seller's market will not endure. It is human nature to want hysterically what cannot be obtained; but when radio manufacturers catch up with their orders and the supply begins to equal or exceed the demand, the present willingness of the public to take anything and pay any price will disappear.

NOT A PASSING FAD!

But anyone who believes that the radio telephone is a mere passing fad is very much mistaken. Its possibilities are altogether too remarkable and it is able to fill too vital a need. It is no toddle-top or kaleidoscope. It is comparable in its ability to serve mankind only with the printing press; and the world will no more tire of radio messages than it will of books, newspapers, and magazines.

Broadcasting is expanding rapidly. At present there are hundreds of stations in operation in the United States, and the Government is swamped with applications for broadcasting licenses.

The United States government is already using the radio telephone to excellent advantage. It spends millions of dollars every year in collecting and printing information of great importance to various classes of citizens, but much of the expense is useless because no efficient method of distributing these circulars and booklets has as yet been devised. Radio, however, solves the problem and will increase enormously the value of the various Federal information bureaus to the nation.

State, country, and city governments will also use radio extensively. A radio transmitting station in cities will, for example, keep the scattered units of their police, fire and other departments in close touch with headquarters and will prove especially effective in times of emergency. But in addition to this practical use, such a station would also be employed for public education and entertainment, supplementing (or perhaps taking the place of) the public lectures and concerts that can now be enjoyed by only a small number of people.

Radio broadcasting had hardly been developed before several colleges and universities realized its ability to help them serve the public; and almost every day a new collegiate station is opened. Lecture courses of the most varied character, reports and advice to farmers, manufacturers, and merchants, as well as high-grade entertainments, are being sent out by the colleges; and within a short time every first-class educational institution will undoubtedly be extending its regular activities via the ether.

The large broadcasting stations, such as WJZ and KDKA, will continue to be the main attractions to the radio audience for some time to come. All of the leading broadcasting interests are continually striving to improve and extend the variety of their present programs and to make them useful and interesting to an increasing number of people.

GOVERNMENT REGULATION

Broadcasting is, therefore, dependent upon no set of interests. The immediate trouble in many localities is that too many stations are in operation and are mutually interfering with each other. The Government is, however, taking this matter in hand and can be depended upon to arrange matters to the best interests of the public in the very near future. The solution of the problem is undoubtedly a system whereby large, high-powered stations, located in the larger cities and serving wide areas, and small local stations in each community, can operate simultaneously without interference. A plan to accomplish this end is now being prepared.

Many city dwellers may in time weary of radio entertainments just as they weary of theatres, moving pictures, concerts, and de tective stories. But these things do not stop on that account. Two new enthusiasts are born whenever an old one dies. Furthermore, even the most sophisticated man-about-town must have his newspaper; and the radio telephone may in time be as important as the daily newspaper to everyone.

To the man in the country the radio telephone is a vital necessity. It is the only means now known that can instantly give him news and information and can provide him with high grade entertainment with practically no effort on his part and at so small a cost. And it must be remembered that the country districts are as yet practically unsupplied with radio apparatus. In the present intense demand, the city distributors and the city buyers have absorbed ractically the entire supply. The great mass of the most important users of radio apparatus—the farmers—are still uneducated to its use and value, and still without equipment.

Consequently, no one need fear a collapse of the market for radio telephone supplies. Unintelligent dealers, who misjudge the total possibilities of their territory, who foolishly rush into the business before they understand it, or who load themselves up with a lot of useless junk, will undoubtedly lose money. But they will have no one but themselves to blame. Radio apparatus itself will always be profitable for those who know how to merchandise it.

Canadian Distributors: **Mullard Radiovalve Co., Limited, England**

FAMOUS Trade Mark RADIO MULLARD VALVE *BRITISH MADE*

CONDENSERS **RADIO DETECTORS** **HEAD PHONES**
4,000 Ohms.

ORA **AMPLIFIERS** **POWER TUBES**
20 Watt-10 K.W.

Receiving Tubes **GRID LEAKS**

Large Shipments Weekly from Factory

DEALERS—Assure deliveries by stating early requirements. Address us direct or nearest office.

POWLEY & MOODY, LIMITED

GOAD BLDG. 105 BOND ST.
TORONTO, CANADA

510 Hastings St. W. VANCOUVER
826 Tegler Bldg. EDMONTON
214 C. P. R. Bldg. SASKATOON
285 Beaver Hall Hill MONTREAL

Selling Agents: **Radio Devices Limited, Gananoque, Ont.**

RADIO
J.M.PAQUIN
APPARATUS

We carry a complete line of knocked down Receiving Outfits also parts for the making of Radio Apparatus.

Send for our latest Price List.

J. M. PAQUIN

787 Queen St. W. TORONTO



5 Reasons Why Discriminating Radio Operators use the AUDIOPHONE

1—No storage battery required. This is important because the new valves appearing on the market operate satisfactorily on dry cells.
2—Will operate on either a normal strength of signal or is rugged enough to give good results from a power amplifier.
3—Special construction of receiver results in no distortion from resonance in diaphragm.
4—Reproduces all sounds equally well.
5—Static and induction noises do not predominate.

Dealers, ask us for Demonstration
"HEAR IT"

A. H. WINTER JOYNER LIMITED
DISTRIBUTORS

62 Front St. W. TORONTO
New Birks Bldg. MONTREAL

Merchandising Radio Equipment

HOW *to* AVOID THE RADIO-PHONE HAZARD

Hardware dealers selling radio equipment should acquaint themselves with the following official regulations so as to be in a position to advise their customers.

WITH thousands of radio sets now in use throughout Canada—the majority of them in private homes—and with the ranks of the "listeners in" swelling from week to week, all records for the popularity of scientific invention have been eclipsed. And like many other inventions, radiotelephony has introduced a new fire hazard.

One of the fire dangers lies in the inclination of those interested to experiment with lighting circuits and other high voltage systems . Another is the hazard arising from lightning. To migtate, as far as possible, these dangers, the specifications that follows are drawn up by a special committee including representative engineers acting for the American Radio League, American Telephone and Telegraph Company, Radio Corporation of America Independent Telephone Association and the National Fire Protection Association.

This committee places itself on record as considering stations making use of in-door antennae devoid of hazard. Emphasises is also placed upon the fact that most of the fires so for reported as originating with wireless sets, have arien from lightning brought in from over-head antennae.

For Receiving Stations

Antennae

a. Antennae outside of buildings shall not cross over or under electric light or power wires of any circuit of more than six hundred volts, or railway trolley or feeder wires, nor shall they be so located that a failure of either antennae or of the above-mentioned electric light or power wires can result in a contact between the antennae and such electric light or power wires.

Antennae shall be constructed and installed in a strong and durable manner and shall be so located as to prevent accidental contact with light and power wires by sagging or swinging.

Splices and joints in the antennae span, unless made with approved clamps or splicing devices, shall be soldered.

Antennae installed inside of buildings are not covered by the above specifications.

b. Lead-in-wires shall be of copper, approved copper-clad steel or other approved metal which will not corrode excessively, and in no case shall they be smaller than No. 14 B. & S. gage, excep that approved copper-clad steel not less than No. 17 B. & S. gage may be used.

Lead-in-wires on the outside of buildings shall not come nearer than four (4) inches to electric light and power wires unless separated therefrom by a continious and firmly fixed non-conductor that will maintain permanent separation. The non-conductor shall be in addition to any insulation on the wire.

Lead-in-wires shall enter buildings through a non-combustible, non-absorptive insulating bushing.

Protective Device

c. Each lead-in-wire shall be provided with an approved protective device properly connected and located (inside or outside the building) as near as practicable to the point were the wire enters the buliding. The protector shall not be placed in the immediate vicinity of easily ignitible stuff, or where exposed to inflammable gases, or dust, or flyings of combustible materials.

The protective device shall be an approved lightning arrester which will operate at a potential of five hundred (500) volts or less.

The use of an antennae grounding switch is desirable, but dos not obviate the necessity for the approved protective device required in this section. The antennae grounding switch if installed shall, in its closed position, form a shunt around the protective device.

Protective Ground Wire

d. The ground wire may be bare or insulated and shall be of copper or approved copper-clad steel. If of copper, the ground shall be not smaller than No. 14 B. & S. gage, and if of approved copper-clad steel it shall be not smaller than No. 17 B. & S. gage. The ground wire shall be run in as straight a line as possible to a good permanent ground. Gas piping shall not be used for grounding protective devices. Other permissible grounds are grounded steel frames of buildings or other grounded metallic work in the building and artificial grounds such as driven pipes, plates, cones, etc.

The ground wire shall be protected against mechanical injudy. An aproved ground clamp shall be used wherever the ground wire is connected to pipes or piping.

e. Wires inside buildings shall be securely fastened in a workmanlike manner and shall not come nearer than two (2) inches to any electric light or power wire unless separated therefrom by some continious and firmly fixed non-conductor making a permanent separation. This non-conductor shall be in addition to any regular insulation on the wire. Porcelain tubing or approved flexible tubing may be used for encasing wires to comply with this rule.

Receiving Equipment Ground Wire

f. The ground conductor may be bare or insulated and shall be of copper, approved copper-clad steel or other approved metal which will not corrode excessively under existing conditions, and in no case shall the ground wire be less than No. 14 B. & S. gage except that approved copper-clad steel not less than No. 17 B. & S. gage may be used.

The ground conductor may be run inside or outside

High Grade
Variable Condensers
and Knocked Down
Receiving Sets

Let us quote you on your full requirements.

RADIO ELECTRIC PRODUCTS
OAKVILLE ONTARIO

Complete Line of
Wholesale Radio Supplies
WHOLESALE DEALERS ONLY

TORONTO RADIO COMPANY
147 Victoria Street, TORONTO

We are now manufacturing here and can give immediate delivery on
RADIO SUPPLIES
including complete Recieving Sets and all component parts and equipment.

Motor Sundries Corporation, Limited
414-420 Eastern Avenue TORONTO

Wholesale Radio Supplies
See our two page ad in June issue of "RADIO"
or
write us for price list and particulars of our full line.

The
Jack V. Elliott Company
Hamilton - Ontario

DEALERS!
We were one of the first to Manufacture RADIO PARTS in Canada.
Before ordering, write us for prices
***Special* - Concertwave Coils**
Mounted or Unmounted

Canadian Radio Electric Company
782 Logan Ave., Toronto, Canada
PHONE: Gerrard 3027



Absolutely Noiseless Wireless Batteries—At Last

You know how irritating those hissing and rattling noises become when receiving broadcasts.

Now they are a thing of the past. The Manufacturers of Reliable Wireless Batteries have discovered the secret of making a Wireless Battery that is absolutely noiseless, and that will give highest capacity for the lowest price in actual hours of Service.

You can easily prove this by ordering a set of Reliable Wireless Batteries from your Radio or Hardware Dealer, and attaching them to your Wireless.

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TOMLINSON & FORBES
Manufacturers of
High Grade Radio Parts
LATERAL COILS
Cabinets, Sockets, Rheostats, Coil Mounts, Receiving and Amplifying Radio Sets, Plugs.

216 Victoria St. TORONTO, ONT.

of building. When receiving equipment ground wire is run in full compliance with rules for Protective Ground Wire in Section d., it may be used as the ground conductor for the protective device.

FOR TRANSMITTING STATIONS

Antennae

g. Antennae outside of buildings shall not cross over or under electric light or power wires of any circuit of more than six hundred volts, or railway trolley or feeder wires, nor shall they be so located that a failure of either the antennae or the above-mentioned electric light or power wires can result in a contact between the antennae and such electric light or power wires.

Antennae shall be constructed and installed in a strong and durable manner and shall be so located as to prevent accident contact with light and power wires by sagging or swinging.

Splices and joints in the antennae span shall, unless made with approved clamps or splicing devices, be soldered.

Lead-In-Wires

h. Lead-in-wires shall be of copper, approved copper-clad steed or other metal which will not corrode excessively, and in no case shall they be smaller than No. 14 B & S. gage.

Antennae and counterpoise conductors and wires leading therefrom to ground switch, where attached to buildings, must be firmly mounted five (5) inches clear of the surface of the building, on non-absorptive insulating supports such as treated wood pins or brackets equipped with insulators having not less than five (5) inch creepage and air gap distance to inflammable or conducting material. Where desired, approved suspension type insulators may be used.

1. In passing the antennae or counterpoise leading into the building a tube or bushing of non-absorptive insulating material shall be used and shall be installed so as to have a creepage and air-gap distance of at least five (5) inches to any extraneous body. If porcelain or other fragile material is used it shall be installed so as to be protected from mechanical injury. A drilled window pane may be used in place of bushing provided five (5) inch creepage an air gap distance is maintained.

Protective Grounding Switch

j. A double-throw knife switch having a break distance of four (4) inches and a blade not less than one-eighth (1/8) inch by one-half (½) inch shall be used to join the antennae and counterpoise lead-ins to the ground conductor. The switch may be located inside or outside the building. The base of the switch shall be non-absorptive insulating material. Slate base switches are not recommended. This switch must be so mounted that its current-carrying parts will be at least (5) inches clear of the building wall or other conductors and located preferably in the most direct line between the lead-in conductors and the point where ground connection is made. The conductor from grounding switch to ground connection must be securely supported.

Protective Ground Wire

k. Antennae and counterpoise conductors must be affectively and permanently grounded at all times when station is not in actual operation (unattended) by a conductor at least as large as the lead-in no case shall it be semaller than No. 14. B. & S. gage copper or approved copper-clad steel. This ground wire need not be insulated or mounted on insulating supports. The ground wire shall be run in as straight a line as possible to a good permanent ground. Preference shall be given to water piping. Gas piping shall not be used for ground connection. Other permissible grounds are the grounded steel frames of buildings and other grounded metal work in buildings and artificial grounding devices such as driven pipes, plates, cones, etc. The ground wire shall be protected against mechanical injury. An approved ground clamp shall be used wherever the ground wire is connected to pipes or piping.

Operating Ground Wire

l. The radio operating ground conductor shall be of copper strip not less than three-eighths (3/8) inch wide by one sixty-fourth (1/64) inch thick, or of copper or approved copper-clad steel having a periphery or girth (around the outside) of at least three quarters (¾) inch (for example a No. 2 B. & S. gage wire) and shall be firmly secured in place throughout its length. The radio operating ground conductor shall be proctected and supported similar to the lead-in conductors.

Operating Ground

m. The operating ground conductor shall be connected to a good permanent ground. Preference shall be given to water piping. Gas piping shall not be used for ground connections. Other permissible grounds are grounded steel frames of buildings or other grounded metal work in the building and artificial grounding devices such as driven pipes, plates, cones, etc.

Power From Street Mains

n. When the current supply is obtained direct from street mains, the circuit shall be installed in approved metal conduit, armoured cable or metal raceways.

If lead covered wire is used it shall be protected throughout its lenght in approved metal conduit or metal raceways.

Protection From Surges, Etc.

o. In order to protect the supply system from high-potential surges and kick-backs there must be installed in the supply line as near as possible to each radio-transformer, rotary spark gap, motor in generator set and other auxiliary apparatus, one of the following:

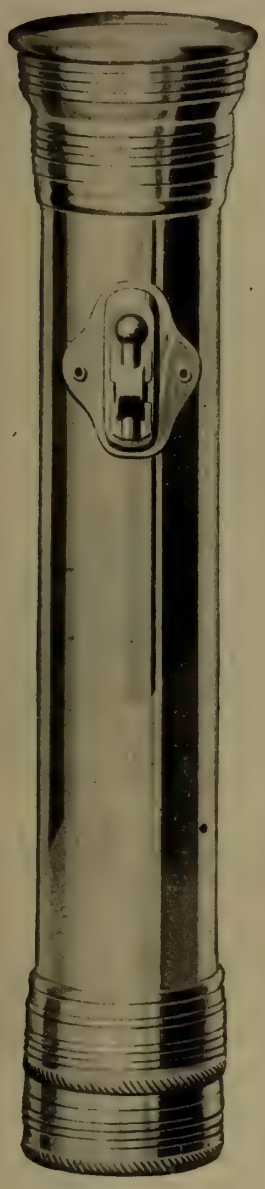
1. Two condensers (each of not less than one-half (½) microfarad capacity and capable of withstanding six hundred (600) volt test) in series across the line and midpoint grounded; across (in parallel with) each of these condensers shall be connecter a shunting fixed spark-gap capable of not more than one thirty-second (1/32 inch separation.
2. Two vacuum tube type protectors in series across the line with mid point grounded.
3. Non-inductively wound resistors connected across the line with mid-point grounded
4. Electrolytic lightning arrestors, such as the aluminum cell type.

In no case shall the ground wire of surge and kick-back protective devices be run in parrallel with the operating ground wire when within a distance of thirty (30) feet.

The ground wire of the surge and kick-back protective device shall not be connected to the operating ground or ground wire.

Suitable Devices

p. Transformers, voltage reducers, keys, and other devices employed shall be of types suitable for radio operation.



SUMMER VACATION—
YOUR GREAT OPPORTUNITY

NO other season offers so many opportunities for selling Eveready Flashlights and Batteries as the Summer Vacation period.

More thousands of people are planning auto trips, camping and canoe trips, living in summer cottages and spending their time out-of-doors this year than ever before.

These people are open for suggestions which will make their holiday more enjoyable and safer. What an opportunity to sell Eveready Flashlights and Batteries! There is no article that is of greater use than a good flashlight.

Eveready is not only the best flashlight made, but it is the only flashlight consistently advertised in a big national way. This is the time to sell Evereadys and gather in the profit.

CANADIAN NATIONAL CARBON CO., LIMITED

Montreal Toronto Winnipeg

EVEREADY
FLASHLIGHTS
& BATTERIES

7TE

CHAINS DECORATE WINDOW

A unique window display always attracts attention, and a recent window of Davis, Hunt & Collister, Cleveland hardware merchants, attracted much interest because it was so unusual and different from what one is accustomed to see in a hardware store.

Heavy iron chains were hung from the top of the window, draped back and tied in the middle with another piece of chain, like portieres, as shown in the accompanying sketch. That such a graceful effect could be produced with anything so prosaic as iron chain evoked the admiration of onlookers, and also left the impression of chain in their minds so strongly that any time they may be in need of chain the Davis, Hunt & Collister store will at once be associated with that commodity.

MOTOR TRUCK MADE SALES

A motor truck dealer who wished to sell a delivery truck to a hardware dealer found an obstruction in the local banker, who refused to give the prospect a loan on the ground that a truck was an overhead expense. The dealer went to the store and secured a selected list of prospective customers for washing machines. He then persuaded the dealer to loan him a salesman and place a number of machines at his disposal.

Loading the goods on a truck, he and the salesman started out into the country. They placed electric and hand power washers in the homes of several farmers who had displayed interest in them. No obligation was incurred by the farmers and the machines were left just to show how they looked. They would be removed in a week if the folks were not disposed to buy.

This method of distribution continued for three days, and several hundred dollars' worth of sales were made. After the farmers' wives and girls had seen the new machines and had used them for a week, the thought of removing them was unbearable.

The experiment convinced the banker that a truck was not an overhead item, but a sales force. The truck was bought.

HELPS SELL ELECTRIC LAMPS

Realizing that most people do not know the difference between volts or watts, and have only a faint idea how bright a light a 60-watt globe gives or how dim a 10-candle lamp, Sutherland & Stelck, Dauphin, Man., have undertaken to educate the people in electricity by rigging up a board with every variety of lamp displayed under its proper mark. The board is divided in two; on one side are the dimmer and less costly globes and on the other the brighter lamps. Each side has its separate switch, so that after the bright lights have been turned on and the customer wants to know what the lower-priced lamps look like, a switch is turned and the dim lights look all the dimmer for contrast. It seems a very simple idea, but it has resulted almost invariably in the selling of the more costly lamps.

KEEP UP THE CAMPAIGN

What have you started by tying up with the Clean Up and Paint Up campaign see through to the finish. If you keep up your sales activities to the point you have brought them thus far through your interest and participation in the campaign, you will be able to keep up a steady flow of profits in your coffers during the summer months. When you have the campaign idea planted, cultivate and develop it, and the harvest in increased profits is sure to be gratifying to the greatest extent.

EFFECTIVE PANEL DISPLAYS

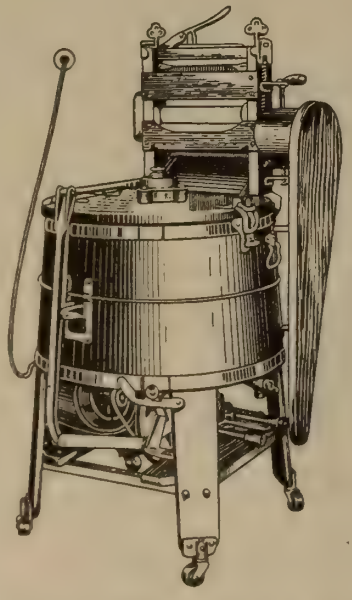
The Saeger-Winstel Co. have developed an effective panel display which also serves to screen off the office. This display extends back from the window about ten feet, and consists of two long painted boards, on which the panels are hung. Headboards are not used.

The top row of panels is at about the average eye-level, and every customer must see this display upon entering, as well as leaving the store. Should one of the proprietors be seated at his desk when a customer enters, he can see the customer through the space between the upper and lower rows of panels, and meet him at the counter, just beyond.

This special screen display is supported by two wooden columns, enameled white.

A Good Washer at a Good Price

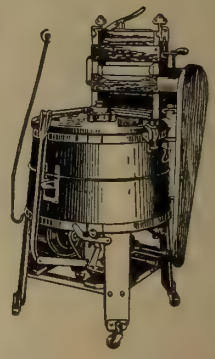
"ECONOMY" Electrics



enjoy such a large sale because they are efficient in operation and reasonable in price.

10 REASONS WHY THEY ARE POPULAR

1—The price to you $108.00 less 30% (F.O.B. Ottawa)
2—Durable oversize heat conserving cypress Tub.
3—Fewest parts, all strong, convenient and carefully proportioned.
4—Large powerful 1/6 H.P. Motor.
5—Well guarded machine cut gears no noise.
6—Washer control, stop and start.
7—Wringer control, stop, start and reverse
8—Wringer safety release, best rubber rolls 11" Ball Bearing.
9—Washes and wrings at same time, metal tray supplied.
10—Full equipment, castors, oil can, fuse plugs, brass threaded drain cock.



Duplicates of these cuts free of charge.

Further information gladly given on request.

J. H. CONNOR & SON LIMITED OTTAWA - - CANADA

Manufacturers of:—Electric, Belt Driven, Water Power and Hand operated Washing Machines, Clothes Wringers, Woodenware, etc.

310 Chambers St. Winnipeg, Man.
McPherson Tetzel Co., Vancouver, B. C.

Boost Your Brush Sales HOW?

UNSURPASSED WORKMANSHIP



BEST MATERIAL

1st. Sell only the best brushes made.

2nd. Keep a complete stock on hand.

3rd. Display them well by using window trims, counter displays and wall boards.

4th. Suggest a brush to every person who buys a can of paint in your store.

¶ MEAKINS BRUSHES will stand comparison with any other line of brushes made, as to quality of material, workmanship and attractiveness.

¶ We make practically ***every*** kind of brush that is used—our line is truly complete.

¶ We will supply you with display boards, counter displays, cutouts' and various other kinds of sales helps—the kind that will help boost your brush sales.

BE FAIR TO YOURSELF BY GETTING IN TOUCH WITH US

Meakins & Sons, Ltd. Hamilton Ont.

Warehouses: Winnipeg, London, TORONTO, Montreal. Vancouver. Pilkington Bros., Calgary

GASOLENE PUMP *at* CURB BRINGS BUSINESS

Customers Come to Store for Service and Live Dealer has an Opportunity to Make Extra Sales

THE business of attracting customers to the retail paint store is a problem that is ever with us. During the spring and fall, customers visit the retail paint dealer in greater numbers than at other seasons. But even the *need* for paint may not attract the real buyer, for a messenger is often sent to make the purchase—and messengers are usually authorized to buy only certain articles.

And so in the seasons when paint sales tend to lag, the dealer faces the serious problem of attracting trade. Grocery stores, meat shops, drug stores and general stores supply articles which are in daily need—necessities of life for which a call is frequently made. On the other hand, people come to the paint store but a few times a year at best, although with the sentiment in favor of more frequent painting engendered by the industry's trade promotional efforts growing, this condition is gradually changing for the better. The problem resolves itself into securing an even greater number of visits.

One solution of this problem of attracting a steady stream of trade appears to be the installation of a curb gasoline pump dispensing gasoline to automobile owners. With a pump installed, the dealer has a splendid opportunity to talk business to his customers many times a year in place of the few he now has.

At first blush, the thought of a gasoline curb pump seems out of keeping with the dealer's regular business. But is it? He handles turpentine and oil, both liquids. He handles automoboile finishes. He handles polishes and dusters and many other accessories valuable to the motorist.

In the first place it will attract to the dealer's store—the best class of trade—trade which has money with which to gratify its desires. This trade will get in the habit of coming to visit us.

Gasoline tanks in the average automobile need replenishing about once each week. This means that trade drawn to the gasoline pump will come to visit the dealer's store about 50 times a year; ten times more often than it ever did before. Consider the value of having your trade visit you 50 times a year. Think of the merchandise you would sell. And remember, too, that each suggestion you let fall means a sale later on to some one.

Suppose an automobile customer drives up to your pump for five or ten gallons of "gas"—and his car has that look of rustiness which soap and water cannot remove. And suppose you have a particularly good polish which will renew the life and lustre of the paint and varnish. It would be a mighty poor salesman indeed who could not induce that driver to try the polish. And suppose, too, that this polish could be used for furniture as well as the automobile—just another point to make in selling the polish.

There is a 75c sale and all done in the twinkling of an eye—and it does not consider the sale of 5 or 10 gallons of gasoline on which there is a profit of at least 2c a gallon and all cash business, at that!

But do not let this buyer get away with only two purchases. He also needs some good polishing cloths and perhaps a small can of black enamel to brighten the rusty spots on his fenders and windshield. And the enamel suggests a paint brush for the work and perhaps some emery cloth.

There you are with about five or six dollars' worth of merchandise sold to a man who probably never would have thought of the polish in the first place had he not stopped at your store for "gas."

But let's follow this buyer to his home.

He is all enthused about his purchases and wants to try them out. (Ever see anyone who, after finally making up his mind to buy, did not want to see the results at once?) And so our buyer takes off his coat and dons his work clothes the minute he reaches home. He whistles on his way to his garage and unwraps his bundle. The polish is applied. He works hard and enjoys the job. He can begin to see the old bus shine. It's beginning to look like new. He rubs and polishes enthusiastically, much in the same manner that a 16-year-old boy would operate a radiophone.

Before he knows it his job is done. He drives the car around in front. His wife sees it and inquires as to the reason for its improved appearance.

And here's where the paint dealer steps into the picture again. Our buyer tells about the wonderful polish he got at Blank's Paint Store, and how it is fine for furniture, too. And then Mrs. Buyer wants to try this unusual polish. And she gets results. Her furniture looks better than it has for many months. It shines and glistens and sparkles.

Two friends for you who will always buy this polish—and gasoline—because of the convenient gasoline pump which you have installed in front of your store.

And these two friends will visit you once a week. Their home needs paint and paper and kalsomine and paper cleaners and enamel, and chamois and dusters, and brushes and so many other things you sell that it is nearly impossible to mention them all. Fifty visits a year to your store and all these needs should result in some attractive business for you.

He drives to his office to look after the mail. And the first person he sees is his partner who, of course, wants to know "what happened to the old bus." Mr. Buyer tells his story over again and there is another man who mentally plans to buy from you.

We could follow Mr. Buyer in this way for a couple of days and we would hear about you each time. You know how valuable this word-of-mouth testimony can be.

In this country there are over ten million automobiles and trucks. Your territory has its share—and you can get your share of the business.

As the automobilists call on you for "gas" you can talk about interior decorating and the artistic combinations—house painting, and how reasonable it is now—papering, and how it should be done regularly—and all these sales talks could never be made without a curb gasoline pump.

There is a small spot in front of your store. Hundreds of people pass it, and automobiles in big numbers drive by it, but you alone can make it pay dividends. A gasoline pump will enable you to do it if you put one out at you front curb.—A. P. O. D.



"Save the surface and you save all" *Paint & Varnish*

The Seven

Floglaze

lines are

Exterior Finishes
Home and Farm Finishes
Art Shades
Velvet Finishes
Porch and Veranda Floors
Lac Shades
Auto Finishes

Floglaze

Registered

The Finish That Endures

For Exterior Surfaces

For Fall Painting

Painting in the Fall pays from both the dealers' and the consumers' standpoint. Dealers are rapidly being convinced that the logical time for paint selling is in the Fall when conditions are much the best.

Consumers realize that surfaces are drier, better seasoned, and more in need of paint tn the Fall than in the Spring, Better protection is afforded, moisture and dampness kept out, with the result—longer life to property.

FLOGLAZE EXTERIOR SURFACES gives more than average protection, better brushing and greater spreading qualities. Dealers will do well to avail themselves of early stocks.

Floglaze
M L
FINISHES THAT ENDURE
QUALITY

Be ready for the Fall Demand

Our dealer's booklet "A Guide to larger Profits" describes Floglaze for Exterior Surfaces fully. Write us for this book.

"Make 1922 Your Greatest Paint and Varnish Year"

THE IMPERIAL VARNISH & COLOR CO. LIMITED

HEAD OFFICE **TORONTO** CANADA

MONTREAL **WINNIPEG** **VANCOUVER**

Eastern Distributors
PAINT & VARNISH LIMITED
MONTREAL
243 Beaver Hall Hill

Sole Distributors for Manitoba, Saskatchewan and Alberta
MILLER-MORSE HARDWARE CO. LIMITED
"THE BIG WINNIPEG HOUSE"

Distributors for British Columbia:
The Callander Shore Co., Limited
155 Pender St. West
Vancouver

Trade News From Coast To Coast

A Monthly Summary of News Among Dealers, Jobbers, Manufacturers and Allied Interests

ALBERTA

Vegreville—A general store is being opened by O. M. Ballantyne and H. Hacker, to be known as the Standard Hardware Co. Ltd.

BRITISH COLUMBIA

Armstrong—Charles Christian, harness, fire loss.

Smithers—D. D. Rolston opened hardware business.

MANITOBA

Roland—M. J. Harn opened retail hardware store.

Winnipeg—A. H. Fraser, manufacturers' agent, moved to room 112 Pantages Building, Market St.

St. Jean Baptiste—Tessier Bros., succeed D. F. Asselin, tinsmith.

QUEBEC

Black Lake—Houle & Couture, tinsmiths, have dissolved.

Montreal—William Drysdale, for many years a manufacturers' agent, died recently after an illness lasting about a year.

Montreal—D. G. Carter is now sales manager of Lewis Bros., Ltd.

Montreal—It is said the British Empire Steel Corporation will spend $19,000,000 for additions and repairs to their steel plant.

Montreal—J. B. A. Aubry, president of A. Aubry & Sons, Ltd., tinsmiths, died recently.

Montreal—The "Whitecross Co. (Canada), Ltd., incorporated with $25,000 capital to manufacture wire products.

ONTARIO

Brantford—S. C. Johnson & Co., Ltd., will probably erect a new $100,000 plant in the fall. Additions are also being made to their present factory.

Collingwood—Electro Castings Ltd., now occupy the plant formerly used by Wm. Kennedy & Sons, and will make sash weights, cast washers, coal chutes, etc.

Dundas—Kerr Hardware Ltd., incorporated with $40,000 capital to wholesale and retail hardware.

Hamilton—A. W. Rose has opened a hardware store at 329 Ottawa St.

Hamilton—Wentworth Radio Supply Co. incorporated with $100,000 capital to make radio supplies.

Hamilton—The three prize winners in the guessing contest conducted by the Dominion Sheet Metal Corp., are: E. A. Whitten, A. MacNish, A. C. Leslie & Co., and Albert Lane, Security Lumber Co.

Kingston—A. Chown & Co. Ltd., incorporated with $200,000 capital to manufacture, wholesale and retail hardware.

Kitchener—Doon Twines, Ltd., are calling for tenders on a large addition to their factory on South Street.

Kitchener—J. Fennell, Sr., head of the firm of J. Fennell & Son, wholesale and retail hardware, is retiring.

London—London Metal Products, Ltd., incorporated with $60,000 capital to manufacture washing machines and other lines. D. Soper, formerly with Beatty Bros., London factory, will be manager.

London—Smith Stewart Co., are now agents for the following hardware lines: Utica Drop Forge Co., nippers and pliers; Lawson Mfg. Co., Chicago, spring hinges garment fixtures, etc.,; and Bergman Tool Co. They will cover the wholesale trade from East of Winnipeg to the Maritime Provinces.

Ottawa—McKinley and Northwood, hardware store damaged by fire.

Prescott—W. S. Glassford sold the hardware business he recently purchased from W. F. MacPherson, to Mr. Hammer, Westport.

Sault Ste. Marie—A new building will be erected shortly by the Algoma Corporation for heat treating splice bars. The plant is expected to be ready about October and will cost $50,000.

Smith Falls—W. A. Derry has succeeded H. D. Moss, plumbing, tinsmithing and heating.

Springfield—Robert Willis bought the harware business of J. A. Chambers.

Toronto—Greenside Hardware, Danforth Ave., have moved two doors east into larger quarters.

Toronto—Imperial Radiator Co., Ltd., incorporated with $500,000 capital to manufacture various metals, and heating apparatus.

Toronto—George W. Weston, associated with the Aikenhead Hardware Co., for over 37 years, died in his sixty-ninth year.

Toronto—Radio Manufacturers & Distributors, Ltd., incorporated at $250,000 to make electrical and radio apparatus.

Toronto—The Dominion Oxygen Co., Ltd,, and the National Electro Products, Ltd., have consolidated, and will now do business as the Dominion Oxygen Co., Ltd.

Toronto—Lighting Fixtures, Ltd., incorporated at $40,000 to make radio and electrical supplies.

Uxbridge—Gold Medal Radio-Phonograph Corp., Ltd., incorporated to manufacture furniture, phonographs, and radio apparatus.

SASKATCHEWAN

Kendal—J. Delmo, blacksmith, is adding hardware.

MacRorie—Chas. Evans, hardware, fire loss.

Nipiwin—G. F. Agnew, hardware, sold to Lawrence Bros.

Rockhaven—Phillips Bros., have succeeded J. H. Coe, hardware.

MARITIME PROVINCES

St. John, N. B.—The firm of Campbell and Fowler has been re-organized and is now known as the Fowler Spring Co.

St. John, N. B.—Radio equipment will be manufactured by the New Brunswick Radio Corporation in the plant of the McLean Holt Co. J. L. McAvity is president.

St. John, N. B.—Officers of the Maritime Wholesale Hardware Association have been elected and are: A W. Morton, president; P. D. McAvity, vice-president; the secretary to be elected by the president. Executives are: G. J. Metzle, Fred Sutherland, R. M. Bartsch, J. F. Tilton and John Neill.

TORONTO HARDWARE DEALERS MAKE MERRY

Toronto retail hardware dealers and their families held their seventh annual picnic under the auspices of the Toronto Hardware and Paint Club at High Park on the afternoon of July 19. Between three and four hundred people attended, and these were thoroughly satisfied with the outing, voting it the most pleasant picnic of these annual events.

The committee in charge of the day's outing was composed of O. F. Morrison, John Caslor, A. Lake and F. Hutton, all past master in affairs of this kind. A series of twenty-one sporting events was run off in which young and old participated. There were races for kiddies, ladies, dealers, clerks, and travellers. A baseball game between east and west end hardware dealers resulted in a win for the latter. Assisting the general committee with the sports were N. Baden, B. Blackwell, B. Cotten and K. Brandon.

When all the events were over and the dinner tables cleaned of the good things provided, the remaining prizes were disposed of in a drawing contest. These prizes were donated by the various Toronto hardware manufacturers and jobbers.

DEATH OF JOHN M. TAYLOR, JR.

John MacPherson Taylor, eldest son of John M. Taylor, president and general manager of the Taylor-Forbes Co., Ltd., Guelph, died at his summer home at Grimsby recently. Mr. Taylor had not been well for some time. He received his early education in Toronto where he was born on December 14, 1889. He was with the Taylor-Forbes Co. since coming to Guelph, and at the time of his death was assistant general manager. In addition to his connection with the Taylor-Forbes Co., Mr. Taylor was a director of the Everlasting Valve Co., Toronto. He was an active church worker and a member of various lodges and clubs, among the members of which he was held in high esteem. His parents, Mr. and Mrs. John M. Taylor, his wife, Lila Bernice Rupay, four sons, two brothers and two sisters, remain to mourn his loss.

CO-OPERATION WITH PAINTER PAYS

A painter in a southern town was about to submit an estimate on a house painting job, and mentioned the fact to the dealer from whom he buys his materials. "How much is your estimate?" asked the dealer. "A hundred and seventy dollars," said the painter, "but I'm afraid I'm too high."

Then the dealer had an idea. He suggested that the painter allow him to talk to the home owner and submit the figures. Permission was granted, so he took a sample of all the color cards and printed literature furnished by the manufacturer whose lines he handled, and called on the prospect alone.

His talk was along the lines of a beautiful color combination, to be produced and perpetuated by the use of the particular paint he had in stock, and applied by a skilled painter. Quality Service was his main talking point.

Finally the prospect asked, "How much will that job cost?" Without any hesitation the dealer answered, "$200."

"The job is yours," said the home owner.

Disston Hand Saws Now Made In Canada

Representative of Hardware and Accessories Witnesses Interesting Process of Manufacture at Disston's Canadian Factory at Toronto.

Ten years ago in the Fall of 1912, Henry Disston & Sons, Philadelphia, who had established a Canadian plant at Toronto, selected Samuel Y. Dingee to head their Canadian business because of the confidence held in him by the executives of the Disston organization with whom he had grown up and obtained a wide technical and business training.

The product of the Canadian factory during the past 10 years has been confined largely to saws required for the lumbering industry and the quality of the product is such that Canadian made Disston saws are now recognized as second to none in the lumbering industry. In tests which have been made Disston Mill saws made at the Canadian plant have stood up longer under extremely hard conditions than any others in the competition. In competitive work under extreme conditions such as the sawing of frozen maple logs, Disston Mill saws are now unexcelled.

Disston hand saws have always ranked high in the hardware trade and a very large business has been done by Henry Disston & Sons, Ltd., Toronto, in hand saws supplied to the Canadian trade but manufactured at their Tacony plant at Philadelphia.

Mr. Dingee's ambition, ever since he came to Canada, has been to manufacture Disston hand saws at Toronto but it was not until the Canadian made mill saws had won such a high reputation for merit that the heads of the business at Philadelphia decided to allow Disston saws to be made outside of their Tacony works.

Canada, therefore, secures not only a new industry, but also one which will bring credit to the "Made in Canada" emblem by the manufacture in Toronto of Disston hand saws.

The writer had the opportunity of personally seeing the Disston staff at Toronto produce the first lot of Disston hand saws on which is etched the name of the company and the words, "Toronto, Canada."

Beginning with the handling of the raw material, a special sheet steel manufactured by the Disstons at Philadelphia, all of the hundred odd operations in the making of hand saws was witnessed and the output for the beginning being 50 dozen hand saws daily.

The blank steel sheets are received slightly larger than double the size of a handsaw blade, the sheet being sheared in a large press into two saw blades, being then passed to another press where the teeth of the saw are cut. The next process is the hardening of the steel in a large furnace, the steel blades being left in the heat until red hot, being dipped in oil and then passed on to be re-heated and tempered, each individual blade being carefully inspected after passing this process.

The saw blade is then ground and backed to remove all blackness on the steel and smooth off any rough surfaces, being then treated under an electrically operated hammer for tension and flexibility, after which it is hand hammered, glazed, blocked, and further inspected, being rejected if the slightest imperfection remains.

The saw is now nearing completion but many additional finishing processes remain, each saw being polished in special polishing machines until the blade nears a mirror-like finish, the blades being then etched with the Disston trade mark, a transfer being pasted on the blade and treated with acid after the transfer paper is removed.

It next passes to a machine in which the teeth are set and filed, holes being then stamped out for the handle which is next attached.

A final inspection is then given by an expert saw inspector and the completed saw, hand rubbed to remove all oil, etc., is wrapped and packed in cardboard containers for shipment.

The machinery used in the production of Disston saws at Toronto is the most up-to-date obtainable, evolved from the many decades of experience gained at Philadelphia works. The saw setting and tooth filing machine in particular were very interesting in their operation and any hardwareman who witnesses the filing of the teeth by machinery will not hesitate to dispute a carpenters' statement that he can, by hand, file a saw as well as the machine does.

Quality rather than quantity production being the aim set by Mr. Dingee for Disston saws made at their Toronto plant, has necessitated gathering together a highly trained and experienced staff of workmen and the Toronto plant is fortunate in having been able to draw upon the parent institution for the most skilled mechanics available for each different operation in order to train Canadian workmen to produce a product which will not only equal but excel all imported tools.

Coincident with the beginning of the making of Disston hand saws, back saws, nest, compass, keyhole, pruning and butcher saws in Canada, a marked reduction in price is announced.

On Disston D8 handsaws, 26 inch, for example, which were formerly listed at $40.35 per dozen, the price has been reduced to $31.25, a reduction of $9.10 per dozen, while other sizes and other saws have been reduced proportionally, the new lists going into effect on August 1.

The reduction is also effective on present stocks of hand saws made at the Philadelphia factory a limited stock in odd sizes being still carried at Toronto, all deliveries having been held up during July in anticipation of the reduction in price.

ROADFINDER AUTO LAMPS

A device that adds greatly to the safety and pleasure of night driving is the "Roadfinder" now being manufactured by Roadfinder Limited of Hamilton, Ontario, and distributed throughout Western Ontario by the Roadfinder Sales Company.

"Roadfinder" finds the road as it turns the headlamps with the wheels so their rays follow the direction of the wheels. It is of great advantage when taking curves or following a winding road as the lights are always on the road and not lighting a field or the ditch. When meeting or turning out for another vehicle Roadfinder directs the rays so the driver can see the



edge of the road and avoid the ditch. The light rays are also kept out of the eyes of the approaching driver.

The "Roadfinder" is particularly adapted to Ford cars. It can be installed in ten minutes without in anyway changing any part of the car.

The selling policy of the company will be directed by E. Glifford Hogarth formerly advertising manager of the Ford Motor Company of Canada. Mr. Hogarth is well known in the sales and advertising field and through his activities as a director of the Association of Canadian Advertisers.

Roadfinder Limited plan to acquire other accessories of merit and have taken over the patents and manufacturing rights of the Jewel Shock Absorber for Ford cars. Jewel Shock Absorbers will be marketed in conjunction with "Roadfinder."

BRINGS IN THE TRADE

A large increase in farm trade is resluting from the plan of a number of merchants of a South Carolina city, who recently got together and organized an auction sale for certain days each week. The word soon reached the farmers in surrounding towns and villages that if they had any surplus stock, furniture or implements to sell they could bring them along and these would be sold on the square by an auctioneer who receives 2 per cent. of the total sale as his remuneration.

This has proved a drawing card, and the farmers have become heavy buyers from the merchants of the town.

HARDWARE MARKET SITUATION

Hardware trading is fair. Manufacturers state they are not busy; jobbers say sorting up lines are as good as can be expected; and retailers say their local trade is good. They are some exceptions, but in the larger villages and towns dealers state this year's summer trade will be much better than 1921.

The two big oustanding news features of the continent—the railroad and coal strikes—are affecting trade generally and hardware particularly. Coal and coke enter so prominently into the manufacture of steel that many plants are closed. The cutting off of some trains, too, has stopped the movement of raw materials, which again work prejudicially against hardware manufacturing. Because of this iron and steel have advanced fifteen cents a hundredweight, and some plate and sheet lines are much stronger and firmer in price because stocks are not coming along so freely.

The freight rate cut across the border would help to increase buying, but the strikes have offset any noticeable good effect.

The paint department loomed large in the past month's developments. With the advance in white lead all ready-mixed paint lines were advanced to heigher figures. Not only house paints, but all manner of varnishes, enamels and other lines are held at higher quotations.

Besides increasing paint prices, manufacturers of these commodities have announced their decision to absorb half the sales tax placed upon their goods. In future, therefore, dealers will be charged 2¼ per cent. on sales in place of 4½ per cent.

A big advance was noted early in the month on turpentine, and there was a big demand, but towards the end there was a lessening of sales, but prices held their own pretty well. A slight advance was also made in linseed oil prices.

Prices on some of next winter's lines have been issued, showing slight declines over the past season. There are, however, an increasing number of advances to report.

PRICE CHANGES OF MONTH

Clark's Heaters — Next season's prices out. No. 5B, $3.75; No. 7C, $5.25; No. 7D, $5.75. Brick or charcoal for same, $1.30 a dozen. Discount, 25 per cent.

ADVANCES

Barn Door Hangers—Storm King make advanced to $11.80 per dozen.

Thumb Latches—Advanced 10 per cent. to $2.20 a dozen for No. 2 size.

Electric Irons—Advanced 25 per cent.

Bolts and Nuts—Advanced about 10 per cent. New discount list issued.

Lead Products—Advance noted on traps and bends, pipe and waste of a cent a pound.

Gasoline—Slight advance.

Coal Oil—Up a cent a gallon to 24 cents.

Daisy Hand Churns—Advances. No. 1 now at $10.25 each, other sizes proportionately higher.

Wrapping Twines—Higher by two cents a pound.

Wood Screws—New list issued shows prices about ten per cent. higher, though discounts remain practically unchanged.

Lanterns—Advanced 20 cents a dozen.

Cut Nails—Advanced 20 cents a keg to $4.60.

Wagons and Sleds—A reduction of 10 per cent. is noted on the Canadian Buffalo Sled Co.'s line.

Turpentine—Advanced.

Linseed Oil—Advanced.

Ready Mixed Paints—A ten per cent. advance has been made on all house, marine, flat and floor paints.

Enamels—In conformity with the advances on ready mixed a ten per cent. advance has been made on enamels.

Paints, ready mixed, for barn, dory and roof—Advanced five per cent.

Varnishes—Increased five to ten cents a gallon.

White Lead—Advanced 25 cents a hundredweight.

DECLINES

Ironing Tables—Declined 20 per cent. to $3 and $5.85 for Canadian Maid makes.

Mirrors—Reduced. Size 5 x 7, Louis style, now $3 a dozen; I.X.L., same size, $2.25 a dozen.

Breast Drills—Reduction noted on Millers Falls line. No. 12 are now at $64.20; No. 13, $81; No. 118, $72 a dozen.

Hand Drills (Millers Falls)—Reduced to $48 a dozen for No. 2.

Gargoyle Mobiloil—Reduction on B and BB grades of 15 cents a gallon to $1.55.

3-in-1 Machine Oil—Reduced to $1.25 a dozen for small size; $2.55 for large and handy sizes; and $5 for factory size.

Horseshoe Nails—Reduction is noted on Montreal Rolling Mills brands, equalizing all sizes over No. 4 at $4.50 for a box of 25 pounds.

Mops—Lower by 15 cents a dozen.

Fence Hooks (Galvanized)—Down. Now at $5.50 a keg.

Chisels (Socket firmer)—Declined ten per cent.

Aluminum Wares—Reduced five to ten per cent.

Cow Bells—Declined. No. 0 now at $9 a dozen.

Parowax—Declined a cent a pound to 10¼ cents.

Rope—A decline in prices is noted in rope products. The new base prices are:—Pure Manila, 21c; Beaver Manila, 19c; British Manila, 19c; New Zealand hemp, 19c; sisal, 17c; single lath yarn, 17c; double lath yarn, 17½c; yacht marline, tarred, 53c; halyards, 46c; Beaver halyards, wht. pol. ¾ in., 46c; hemp, deep sea line, 46c; hemp, tarred ratline, 39c; hemp, tarred bolt rope, 41c; marline and houseline, 41c.

Bucksaws—Reduced 20 per cent. Prince Rupert and Arrow Head brands now $16.65 a dozen; Happy Medium, $12.30.

Perfection Oil Heaters—New trade list issued, showing a slight reduction over last year's quotations. No. 525, black japanned, $8; No. 530, black drum with nickel trimmings, $9; No. 630, blue enamelled drum with nickel trimmings, $12. Discount, 30 per cent. No. 500 wicks and carriers for above $3.85 net.

DISSTON'S HANDSAWS REDUCED

Reduced prices are noted in the new list issued on Disston's saws. Some of the new prices are as follows:

No. 112, 26 in. saw, $41.25 a dozen; No. 12, 26 in., $40.

Disston back and mitre-box saws—No. 4, back, 12 in., $25; No. 4, mitre-box, 24 x 4 in., $45 a dozen.

Compass and nest saws—No. 2, compass, 12 in., $6; No. 4, 12 in., $5.80 a dozen. No. 3, nest complete, $17.75; No. 7, $15.35. No. 40 compass 12 in. to 16 in., $35 a gross.

Butchers' saws—No. 1, 22 in., $23.75; No. 3, 22 in., $29; No. 7, 22 in., $22.50; No. 70, 22 in., $17 a dozen.

CHANGE IN FIRM NAME

The Coleman Fare Box Co., Ltd., 191 Bathurst St., Toronto, manufacturers of metal toys and hardware specialties has been succeeded by the Sheet Metal Tools & Hardware Co., the new firm being composed of Messrs. F. Tisington and J. E. Harvey, Mr. Tisington having been manager of the old company and Mr. Harvey, superintendent.

The majority of the lines made by the Coleman Fare Box Co., will be manufactured by the new company including garden sets, snow shovels, trowels, lawn rakes, sand spades, etc. A new article to be manufactured is a small hose line reel for use in kitchens, a line which in the past has been imported from the United States.

WASHING MACHINE COMPANIES UNITE

It is reported the arrangements are practically completed for the amalgamation of the 1900 Washer Co., with Canadian factory at Toronto and Beatty Bros., Ltd., Fergus, Ont.

Beatty Bros. Ltd., have been large manufacturers of washing machines and other hardware lines and the addition of the 1900 washer to their products if the deal is consumated will put them in the very front rank in the Canadian field.

VANCOUVER HARDWAREMEN VISIT VICTORIA

About twenty-five members of the B.C. Hardware Club from Vancouver and the Mainland, recently spent a day with the retail merchants of Victoria. On the arrival of the morning boat, they were motored to the celebrated Butchart Sunken Gardens, and then taken to the Chalet, near Brentwood, for lunch. A speech of welcome was given by Mr. Taylor of the Drake Hardware Co., after which Jas. Hyslop of New Westminster moved a vote of thanks to the Victoria Hardwaremen and their ladies for their delightful reception and entertainment.

The quotations below are approximately correct for large lots in Toronto on the date mentioned.

CURRENT PRICES

TORONTO, AUG. 8, 1922

They may not be the same in any other jobbing centre owing to freight and other conditions.

METALS and SHEETS

Aluminum—Ingots, per pound, 20c.

Antimony—Per pound, 7c.

Brass—Sheet, base, 23c; rods, base, ½ to 1 in., round, 20c; tubing, seamless, base, 25c. F. o b. Toronto.

Copper—Casting ingot, base, 17c; rods, ½ to 2 in., 28c; soft sheets, plain, 16 oz. and heavier, lb., 28c; plain tinned, 16 oz. and heavier, lb., 35c; polished and tinned, 16 oz. and heavier, lb., 40c; tubing, lb., 29c.

Above prices are full sheets and bars. Cut sheets and bars are 5c per lb. higher.

Coppers, Soldering—Base, 4 to 8 lbs., 35 cents per lb.; 3-lb., 38c; 2½-lb., 39c; 2-lb., 41c; 1½-lb., 44c; 1-lb., 48c per lb. F.o.b. Toronto, Hamilton.

Iron, Tinned—Lion and Crown Brand, Toronto in 22, 24 and 26 gauge. 36 x 96, 16c per lb.; 48 x 96, 17.50c per lb. Less than case, 50c per 100 lbs. extra.

Lead (pig)—$7.00 per hundred lbs.; sheets, 4 to 6 pounds per sq. foot, in rolls, 9c per lb. Cut sheets to size, 1c extra.

Iron—Bar, base, $3.15 per cwt.; angle iron, $3.25; horseshoe iron, $3.75; Norway, $12.50; toe caulk, $4.00.

Steel—Mild bars, $3.15; bands, $3.65; tire, $3.35; spring, $8.00; sleigh shoe, $3.15; hoop, $4.00; crucible cast sheet, $28.00; cast tool, $18 to $30, according to grade.

Sheets, Blue Annealed—10 gauge, $4 per 100 pounds; 12 gauge, $4.05; 14 gauge, $4.10; 16 gauge, $4.20.

Sheets, Black—18 to 20 guage, $4.80 per 100 pounds;22 to 24 guage, $4.85 26 guage, $4.90; 28 guage, $5.00.

A charge of 25 cents per cwt. is made for less than case lots; and an extra 10 cents per cwt. is charged on sheets 36 inches wide in 28 gauge and lighter.

Sheets, Corrugated—No. 28 gauge, $6.50 per 100 sq. ft.; 26 gauge, $7; 24 gauge, $9; 22 gauge, $11; 20 gauge, $12.50; 18 gauge, $16; lighter than 24 gauge and wider than 27 inches, 75 cents a square extra. Discount 10 per cent.

Sheets, Galvanized—	Queen's Head	Fleur-de-lis
28 gauge, per 100 lbs..	$7.50	$7.00
26 gauge, per 100 lbs...	7.25	6.75
24 gauge, per 100 lbs...	6.85	6.35
22 gauge, per 100 lbs...	6.40	5.90
18-20 gauge, 100 lbs...	6.25	5.75
	Premier	Apollo
10¾ oz., per 100 lbs....	$6.10	$6.75
28 gauge, per 100 lbs....	5.70	6.35
26 gauge, per 100 lbs....	5.40	6.05
24-22 gauge, per 100 lbs.	5.25	5.90
20-18 gauge, per 100 lbs.	5.10	5.75
16 gauge, per 100 lbs....	4.95	5.60
14-12 gauge, per 100 lbs.	4.80	5.45

Plates (Canada)—Dull, 60 sheets, 5.55; ordinary, 52 sheets, $5.25.

Plates (Coke Tin)—IC. 20x28, 112 sheets, $13.00, IX, 20x28, 112 sheets, $16.00; IX, 20x28, 56 sheets, $8.50.

Plates (Charcoal Tin)—IX, 20x28, 56 sheets, $10; IXX, 20x28. 56 sheets, $12.

Plates, Terne—IC, 14x20, 112 sheets, $10.50.

Spelter—Per pound, 8¼c.

Tin—Ingots (100 lbs.), per lb., 36c.

Zinc—Sheets, per lb., 11c.

Scrap—Iron, $11.50; iron pipe, $6; heavy copper, $10.50; light copper, $8; light brass, $3; heavy brass, $5.50; heavy lead, $2; tea lead, $2; zinc, $4.

PLUMBERS AND TINNERS' SUPPLIES

Boilers (Range)—30-gal., $17.50, standard disc. 50 per cent.; extra heavy, disc. 40 per cent.

Boiler Tubes—2 inch, seamless, $19; lapweld, $16.

Compression and Fuller Work—Compression work (standard), discount, 45%. Fuller work (standard), 30%. Bath cocks, compression, 38%; fuller, 25%. Flat way stop and waste cocks (standard), 54%. Brass steam cocks (standard), 50%; J. M. T., net list.

Fittings (Malleable)—Discounts 70 and 5 per cent.

Fittings—(Cast iron) fittings, 30%; malleable bushings, 32%; cast bushings, 32%; unions, 47%; flanged unions, 30%; plugs, cast iron, solid, countersunk, all at 30%; couplings, 4 in. and under, 30%; do., 2½ in. and larger, 10%.

Nipples, Wrought—Close and short, 4 in. and under, 60%; 4½ and larger, 50%; long, 4 in. and under, 65%; 4½ in. and larger, 55%; running thread, 4 in. and under 40%.

Oakum—Special No. 1, $15; plumbers', $6.30 per cwt.

Packing — Fine jute, 17c a pound; coarse jute, 18c; hemp, 36c; square braided hemp, 38c; No. 1 Italian, 44c; No. 2 Italian, 36c.

Pipe (Wrought)—Price List No. 54, Dec. 22, 1921.

Standard Buttweld Pipe S-C per 100

Size.	Blk. Steel	Galv. Steel	Blk. Gen.Wrot.Iron	Galv. Gen.Wrot.Iron
⅛ in.	$ 6.00	$ 8.00	$ ...	$ ...
¼ in.	3.84	5.94	7.20	9.30
⅜ in.	3.84	5.94	7.20	9.30
½ in.	4.85	6.46	7.31	8.93
¾ in.	5.87	7.71	8.86	10.70
1 in.	8.16	11.05	12.58	15.30
1¼ in.	11.04	14.95	17.02	20.70
1½ in.	13.20	17.88	20.35	24.75
2 in.	17.76	24.05	27.38	33.30
2½ in.	28.08	38.03	....	....
3 in.	36.72	49.73	....	....
3½ in.	47.84	63.48	....	....
4 in.	56.68	75.21	....	....

Standard Lapweld Pipe S-C, per 100

Size.	Blk. Steel	Galv. Steel	Blk. Gen.Wrot.Iron	Galv. Gen.Wrot.Iron
2 in.	21.46	27.38	31.08	37.00
2½ in.	31.50	40.05	46.80	56.16
3 in.	41.31	53.55	61.20	73.44
3½ in.	48.76	65.32	72.68	89.24
4 in.	57.77	77.39	86.11	105.76
4½ in.	66.04	86.36	1.04	1.24
5 in.	76.96	100.64	1.21	1.45
6 in.	1.00	1.31	1.57	1.88
7 in.	1.33	1.76	2.02	2.45
8L in.	1.40	1.85	2.13	2.58
8 in.	1.61	2.13	2.45	2.97
9 in.	1.97	2.59	2.97	3.59
10L in.	1.32	2.40	2.75	3.33
10 in.	2.35	3.09	3.54	4.28

Pipe (conductor), plain, round or corrugated, in 10-ft. lengths—2 in., $18.40 per 100 ft.; 3 in., $22.30; 4 in., $29.60; 5 in.. $40; 6 in., $49. Less 70 and 10 per cent.

Elbows—(For conductor pipe) 2 inch, $5.25; 3 inch, $6; 4 inch, $10.50; 5 inch, $24; 6 inch, $29. Less 60 per cent.

Pipe (Lead)—12c a pound. Waste pipe, 13c; over 8 inch, 14c. Less 10%.

Pipe (soil)—Med. and extra heavy—2 in., 3 in., 5 in. and 6 in., 40%; 4 in., 40-5%; 8 in., net.

Pipe (Soil) Fittings—2, 3, 4, 5, 6 in., 50 and 5%, 8in., net.

Pipe (stove)—Net list.

Registers—Warm air, japanned and common oxodized, 35% from standard list.

Solder—Wire, 30c a pound; strictly, 22½c; commercial 21c; guaranteed, 24c; wiping, 21c.

Tinners' Trimmings—Plain 50 and 10, retinned, 50%.

Traps and Bends—Discount, 17½%.

Trough (Eave)—O. G. Square bead and half round: Per 100 ft.: 8 in., $15.90; 10 in., $17.70; 12 in., $21.20; 15 in., $28.80; 18 in., $36.50. Less 70 and 10%.

Valves — Globe, angle and check (standard), 15%; J.M.T., 20 and 10%; J.M.T. "C," 25 and 10%; J.M.T. gate valves, 25 and 10 %; Jenkins' gate or straightway, 25 and 10%; Jenkins' Globe, 19 and 10%; radiator valves (standard and removable disc), 58%; Emco check valves (standard), 25%; Emco J.D. rad. valves (screwed), 33%; Emco swing check valves, ⅜ and ½ in. sizes, 40%; other sizes, 33%; Webber gate valves, 33%; Emco gate valves (standard), 25%; Emco globe valves (standard), 25%.

Valves, Foot—1¼ in., blk. 70c, galv. $1; 1½ in., blk. 85c, galv. $1.30; 2 in., blk. $1.20, galv. $2.10.

Washers, Wrought — Round, plain. Sizes given are size of hole. In boxes of 50 lbs. list prices per 100 lbs.—¼ in., $28; 5/16 in., $34.40; ⅜ in., $22.80; 7/16 in., $21; ½ in., $19.60; 9/16 in., $18.80; ⅝ in., $18.60; 11/14 in., $18.40; ¾ in., $18.20; 13/16 in., $18; 1 1/16 in., 1⅛ in., 1¼ in., 1 5/16 in., $18.90; 1⅜ in., 1½ in., 1⅝ in., $18.40; 1¾ in., 1⅞ in.

in., 2 in., 2⅛ in., $19. Discount, 60% f.o.b. Montreal, Hamilton, Toronto, London and Halifax.

Car lots allowance to following points: Windsor, Walkerville, St. John, Moncton, Amherst, New Glasgow, Freight allowance: Fort William and West, 10c per 100 lbs.

Net extras, 26 to 40 lbs. of a size, $1; 25 lbs. of a size or less, $2 per 100 lbs. Package allowances—if taken in kegs about 175 lbs. each, allowance 10c per 100 lbs.; if taken in bags about 100 lbs., allowance 15c per 100 lbs.

HARDWARE

Adzes (Carpenters')—No. 1, per doz.. $21; lipped, $30.

Ammunition (American)—Winchester and Savage advance on American list, for rim fire ball cartridges, 2½%; cen-fire blank and shot cartridges, 10%. Remington Union Metallic list plus 2½%.

Ammunition (Dominion) — Discount 55%; Crown, Regal and Sovereign, 50 and 2½%; Imperial and Canuck, 50 and 5%.

Shot, standard, 100 lbs., Toronto, $14.00; Montreal, $13.50, net extras, as follows, subject to cash discounts only: Chilled, $1.50; buck and seal, 80c; No. 28 ball, $1.20 per 100 lbs.; bags less than 25 lbs., ½c per lb.; f.o.b. Montreal, Toronto, Hamilton, London, St. John and Halifax freight equalized.

Animal Ties—Cow ties, list plus 25 per cent.; trace chains, list plus 25 per cent.; dog chains, list plus 20 per cent.; halter chains, net; tie-out chains, net; stall fixtures, Dominion, $2.80 per doz.; heavy, $2.

Augers (post hole)—Rodgers make, 8 inch, $29.40; 9 inch, $30 a dozen.

Axes—Boys', doz., $10.50; Hunters', doz., $9.50 single bits, doz., $15.00; double bits, doz., $17.

Bench Axes—Per doz., No. 1, $35; No. 2, $40; No. 3, $45; No. 4, $49; No. 5, $54; No. 6, $60; No. 7, $66. Discount, 60 per cent.

On weights heavier than base add to list as follows: Group 2, 50c; group 3, $1; group 4, $1.50; group 5, $2; group 6, $2.50; group 7, $3.50.

Bale Ties—Single Loop—No. 12, $4.50; No. 13, $4.60; No. 14, $4.70; No. 15, $5; No. 16, $5.20. Cross head—No. 12, $5.10; No. 13, $5.20; No. 14. $5.50; No. 15, $5.95; No. 16, $6.40.

Baskets (Willow)—Delivery (handled), per doz., $7.50 to $11; splint, clothes or meat, per doz., $2 to $2.85; oblong clothes, per doz., $10.50 to $14.75.

Baskets (Wire)—Vegetable — Half bushel, each, 90c; 1 bushel, each, $1.30; 1½ bushel, each, $1.80.

Bells (Cow, Holstein Brand)—No. 0, $9.00 a dozen; No. 1, $7.25; No. 2, $6; No. 3, $4.65; No. 4, $4; No. 5, $3.75; No. 6, $3.10; No. 7, $2.75.

Belting (Leather)—Discounts apply to revised list of Nov. 4th, 1920. Extra quality, 30 per cent. Standard quality, 30/10 per cent. Side lace leather, lb., $1.60; cut lace leather, lb., $1.80.

Belting (Canvas)—65 per cent. off

Bits, Auger—(Standard list prices per dozen): 3-16, $6; 4-16, $5; 5-16, $5; 6-16, $5; 7-16, $5; 8-16, $5; 9-16, $6; 10-16, $6; 11-16, $7; 12-16, $7; 13-16, $8.25; 14-16, $8.25; 15-16, $9.50; 16-16, $9.50; 17-16, $12; 18-16, $12; 19-16, $14; 20-16, $14; 21-16, $16; 22-16, $16; 23-16, $18; 24-16, $18; 25-16, $21; 26-16, $21; 27-16, $24; 28-16, $24; 29-16, $27; 30-16, $27; 31-16, $30; 32-16, $30.

Discounts from Standard list prices: Ford auger bits, add 15%; Ford car bits, add 7½%; Beaver, 35%; Gilmour auger bits, 25% ; Gilmour special 40/5; Gilmour car bits, 12½/5; Irwin auger bits, net; Irwin car bits, net: Mephisto regular, 10%; Mephisto electrician, net; Mephisto car auger bits, 10%; Keystone auger bits, 30%.

Boards (Bake)—	⅜ Rim.	¾ Rim
No. 0—16 x 22, doz. ...	$ 7.50	$11.00
No. 1—18 x 24, doz. ...	9.00	11.50
No. 2—18 x 29, doz. ...	11.00	13.00
No. 3—20 x 30, doz. ...	13.00	17.00

Boards (Ironing)—No. 1, Daisy, $35 per doz.; No. 10, Daisy, $40 per doz.; No. 33, $21 per doz.; No. 35, $38 per doz.; No. 36, $43 per doz.; Perfection, $40 per doz.

Boards (Wash)—Baby Globe, $2.45 per doz.; Beaver (brass), $8 per doz.; Competition Globe (metal), $5.90 per doz.; Diamond King (glass), $7.50 per doz.; Enamel Queen, $9 per doz.; Glass Globe, $7.50 per doz.; Improved Globe, $5.25 per doz.; Jubilee, $5.80 per doz.; Neptune, $5.25 per doz.; Waverley, $5.25; Newmarket King, $5.80 per doz; Pony, $2.45 per doz.; Royal Globe (zinc) $5.25 per doz.; Original Globe, solid back, $5.95 per doz.; Standard Globe, $5.25 per doz.; Supreme (zinc), $6.50 per doz.; Western King (Enamel), $9 per doz.; Canuck (glass), $7.50; Pearl, (S.M.P.), enamel, $5.40.

Bolts and Nuts—Discounts herewith apply to standard list. Carriage bolts ($1 list), ⅜ in. diameter and smaller, 6 in. and shorter, 40%. Carriage bolts ($1 list), ⅜ in. and longer lengths, 30%. Carriage bolts ($1 list), 7/16 in. and larger, 40%. Machine bolts, ⅜ in. and smaller. 4 in. and shorter, 50%. Machine bolts, ⅜ in. and smaller, longer lengths, 35%. Machine bolts, 7/16 in. and larger, 35%. Sleigh shoe bolts, all sizes, 25%. Coach and lag screws, 45%. Bolt ends, 35%. Square head blank bolts, 35%. Plow bolts, 1, 2, 3 head, 30%. Elevator bolts, large head, 25%; corrugated heads, 55%. Fancy head bolts, 25%. Shaft bolts ($3 list), 25%. Step Bolts, large head ($3 list), 25%. Whiffletree bolts, 25%. Tire bolts, 50%. Stove bolts, 70%.

Nuts, 2 in., and smaller, square. Blank, off net list, $1.00. Nuts, 2 in. and smaller, square, tapped, off net list, 50c. Nuts, 2 in. and smaller, hexagon. Blank, off list, 50c. Tapped, net list.

Terms—Cash in 30 days from date of shipment, less 2 per cent.

Borax—Lump crystal borax, 10c lb.

Brooms—No. 5, 4 strings, $6.65 per doz.; No. 5, standard, $7.50 per doz.; Little Beauty, $9.40 per doz.; Royal Blue, $13.90 per doz.

Butts — (Wrought Steel)—No. 840, less 12½%; No. 800, net; No. 838, less 12½%; No. 808, add 10%; No. 804, less 17½%; No. 802, net; No. 810, add 25%; No. 814, add 25%.

Cans (Milk)—At list plus 15%.

Cement (Portland)—In carload lots, per bbl., $3.75. Less than car lots: Per bbl., f.o.b. yard, $4.40 per bbl., delivered, $4.60. Single bags, $1.15 each, 4 bags to barrel. Extra charge of $1.50 per load on less than 24 bag lots. Rebate, 20 cents for empty sacks.

Chisels (Broads')—List less 40 p.c. for plain.

Choppers (Food)—Universal—No. 0, $16. a dozen; No. 1, $18.75, No. 2, $22.75; No. 3, $30.75.

Choppers (Meat)—Enterprise—No. 5, $27 a doz.; No. 10, $43; No. 12, $37.20.

Home—No. 55, $16.10 a dozen; No. 65, $21.18; No. 75, $28.18. F.o.b. St. Mary's.

Gem—No. 20¾, $21.60 a doz.; No. 22, $25.80; No. 24, $34.20.

Churns (Barrel)—No. 0, each, hand, $9.75; No. 1, hand, $10.05; power, $13.05; No. 2, hand, $10.65; power, $13.65; No. 3, hand, $11.40; power, $14.40; No. 4, hand, $13.80; power, $16.80. No. 5, hand, $14.55; power, $18.10. Net list f.o.b. Montreal, Ottawa, Kingston, Toronto, Hamilton, Fergus, London, St. Mary's.

Churns (Daisy)—No. 1, $10.25; No. 2, $10.90; No. 3, $12; No. 4, $14.25 each.

Clippers (Horse)—Newmarket, $3.00 per pair. No. 1 B.B. Stewart Horse Clipper, $14 list, less 25 per cent.

Clocks (Alarm)—Big Ben and Baby Ben, each, $3.43; Good Morning, each, $1.40; Lookout. $1.90; Sleepmeter $2.10.

Clothes Bars—No. 2, $19 per doz.; No. 3, $14.40 per doz.; No. 4, $11 per doz.; No. 5, $16 per doz.; No. 6, $13 per doz.

Clothes Horses (folding) 6 feet, per doz., $13.50 5 feet, $11; 4 feet, $9.

Extension—6 feet, $27; 5 feet, $22; 4 feet, $18.

Clothes Lines (Galvanized)—No. 18, 100 ft. lengths, $5.65 per 1,000 feet; 50 ft. lengths, $6.25; No. 19, 100 ft. lengths, $4.75; 50 ft. lengths, $5.56.

Clothes Lines (Manila)—$3.00 per dozen.

Clothes Lines (Cotton)—40 ft. hanks, $2.90 a dozen; 48 ft. hanks, $3.50; 60 ft. hanks, $4.40.

Clothes Line Reels—No. 3, $15.00 per dozen; No. 3½, $19.75; No. 4, $32.50.

Cobbler Sets—Common, per set, $1.00.

Coil Chain—	Proof	B B B
3/16 inch, electric weld.	$15.40	$18.80
¼ inch, electric weld...	14.60	17.20
5/16 inch, electric weld.	12.15	15.20
⅜ inch, electric weld...	10.40	13.25
⅜ inch, fire weld.....	13.20	15.40
7/16 inch, fire weld....	11.30	13.30
½ inch, fire weld.....	10.20	12.40
⅝ inch, fire weld.....	10.70	12.90

Combs, Curry—No. 101, $1.40 per dozen; No. 111, $1.60; No. 121, $1.70; No. 127, $2.30.

Combs, Cattle—No. 98, $2 per dozen; No. 100, $2.85.

Cord (Sash)—Hercules No. 6, 57c a pound; No. 7, 56c; Nos. 8, 9, 10, 12, 55c.

Cord (Awning)—White, 3½, $2.55; 4, $3.40; 4½, $4.65 per pound. Drab, 4, $4.00; 4½, $5.75 per pound.

Crowbars—$8.00 per 100 lbs.

Dampers—Cast, Champion, 5 in., $1.42 a dozen; 6 in., $1.57; 7 in., $2.10.

Doors, Screen—Kasement, No. 2, oak stain, varnished, including hardware sets: 2 ft. 6 in., $39.60 per dozen; 2 ft. 8 in., $40.20; 2 ft. 10 in., $40.80; 2 ft. 7 in., $41.40.

Drills—Standard lists. Blacksmiths', ½ in x 2½ in. shank, each, ⅛, 45c; 5/32, 45c; 3/16, 50c; 7/32, 55c; ¼, 60c; 9/32, 65c; 5/16, 70c; 11/32, 75c; ⅜,

80c; 13/32, 85c; 19/32, $1.20; 5/8, $1.30; 21/32, $1.40; 11/16, $1.50; 23/32, $1.60; 3/4, $1.70; 25/32, $1.80; 13/16, $1.90; 27/32, $2; 7/8, $2.10; 29/32, $2.20; 15/16, $2.30; 31/32, $2.40, 1, $2.50. Intermediate sizes take next larger size.

Bit Stock—List per doz., less 60%: 3/32, $2.70; 1/8, $3; 5/32, $3.50; 3/16, $4; 7/32, $4.50; 1/4, $5; 9/32, $6; 5/16, $7; 3/8, $8.50; 7/16, $10.50; 1/2, $13; 9/16, $15.50; 5/8, $18; 11/16, $21; 3/4, $24; 7/8, $30. Blacksmiths', 1/2 in. shank, straight shank, wire, taper shank, round shank, jobers, 50%; ratchet, 10%.

dozen; 6 in., $1.57; 7 in., $1.80.

Drills (Millers-Falls)—Breast, No. 12, $64.20 a dozen; No. 13, $81.00; No. 118, $72.00. Hand, No. 2, $48.00 a dozen.

Egg Crates—Humpty Dumpty, $6 a dozen; H. & D., $5.80.

Files and Rasps—These discounts apply to list of Nov. 1, 1899: Great Western, Amer., 50%; Kerney Foot Arcade, 60/5%; J. Barton Smith, Eagle, 55%; P. H. and Imperial, 60/5%; Globe, 60/5%; Nicholson, 40%; Black Diamond, 40%; Delta Files, 20%; Firth Files, 50%.

Grindstones—Under 40 lbs. weight—Smaller than 2 in. face, $4.50 per hundred pounds; two in. and over, $4.

40 to 80 lbs. weight—Under 2 in. face, $4.25 per hundred pounds; 2 ins. and over, $3.75; Bi-Treadle, each, $9.75; Cycle BB, $8.75.

Grindstone Fixtures—No. 22, $8.67 per dozen; No. 23, $9.37; No. 2½, $10; No. 3, $11.50.

Halters, Rope—Sisal, 7-16 in., $21 per gross; 9-16, $33. Jute, 7-16 in., $19; 9-16 in., $28.50.

Hame Fasteners—(Dodson), $4.60 per dozen.

Hammers, Nail—No. 21, $10.50 per dozen; No. 1, $13.50; Nos. 1½, 61½, $13.00.

Hammers, Sledge—(Canadian), 2-2½ lbs., $20 per cwt.; 3-4½ lbs., $18; 5 lbs. and over, $15.00.

Blacksmith Sledge—Under 5 lbs., $18.75; 5 lbs. and over, $13 per cwt.

Masons—2-3½ lbs., $25 per cwt.; 3-4½ lbs., $23; 5 lbs. and over, $18.

Hammers, Striking—Nos. 38 and 46, 5 lbs. and over, $15 per cwt. Double-face striking—Under 5 lbs., $18.75; 5 lbs. and over, $13 per cwt.

Hammers, Machinist—No. 30, 1 lb., $8 per dozen; No. 30, 1¼ lb., $8.75.

Hammers (Maydole)—No. 1, $18.25 per dozen; No. 1½, $16.80; No. 11, $18.25; No. 11½, $16.80; No. 12, $15.75; No. 13, $14; No. 23, $12.75.

Handles (Wood)—All hickory handles, list less 10%; all oak, ash and maple handles, net list; hay fork, hoe rake, shovel and manure fork, net list; Whiffletrees, double-trees and neck-yokes, list less 10%; wood rakes, list less 10%; horse pokes, list less 10%. Terms, all goods f.o.b. factories, 2% 10 days, net 30 days. O-Cedar Mop Handles, net, $2 a dozen.

Hangers, Barn and Parlor—Safety, No. 20, list less 20-10%; Reliable No. 1, list less 20-10%; Round Trolley No. 1917, list less 33 1/3 & 5%. Atlas No. 0, $13.35; No. 1, $13.80; No. 2, $15.85; Stearns, 4 in., $12.80; 5 in., $16.00. Perfect, No. 1, $10.50; Canada, $13.25; Hatch, $13.25; National, $15; America, $19; Great West, $30; Storm King, No. 42, $11.80 a dozen.

Hatchets, Shingling—No. 1, $9.75 per dozen; No. 2, $10.75.

Hatchets, Lath—Nos. 3 and 4, $10 per dozen; No. 4, $10.75.

Hatchets, Barrelling—Nos. 50 and 60, $14 per dozen.

Hatchets, Claw—No. 7, $11.00 per dozen; No. 8, $11.50.

Heaters, Electric—Glower Heater, $10; Heatray Heater, $12. Discount, 25%-33%, according to quantity.

Majestic, 1 burner, $11; 2 burner, $16. Discount, 27½%. Universal, $13.80. Discount, 20 and 5%.

Heaters (Clark's) — No. 5B, list, $3.75; No. 7C, list, $5.25; No. 7D, list, $5.75. Brick and charcoal, $1.30 a doz. Discount, 25%.

Hinges (Blind)—Clark's No. 1, $1.90 per dozen sets.

Hinge, (Spring)—No. 200 and No. 20, $21.25 per gross; Ajax Floor No. 3111, $1.85 per set. Reliance Door, No. 270, light, per dozen, $2.50; medium, per dozen, $3.25; heavy, per dozen, $5.

Hinges—Heavy, in bulk. Doz. pairs: 4 in., strap, $1.65; tee, $1.40. 5 in., strap, $2.00; tee, $1.70. 6 in., strap, $2.20; tee, $1.95. 8 in., strap, $2.95, tee, $2.15. 10 in., strap, $5.20; tee, $3.60. 12 in., strap, $6.40; tee, $5.85. 14 in., strap, $7.50; tee, $6.85. Net prices.

Light—Net prices—3 in., strap, 90c; tee, 90c. 4 in., strap, $1.08; tee, $1. 5 in., strap, $1.26; tee, $1.17. 6 in., strap, $1.53; tee, $1.35.

Screw Hook and Strap Hinges—List prices, per dozen pairs—6 in., $4.30; 8 in., $4.80; 10 in., $6.40; 12 in., $7; 15 in., $7.50; 18 in., $11; 21 in., $12.40; 24 in., $16; 27 in., $17.20; 30 in., $18.50; 33 in., $21.50; 36 in., $24.50. Discount, 30%.

Hoes—Grub, $6.75 per dozen.

Hooks (Grass)—Canadian, No. 2, $3.90 per dozen; No. 3, $4; No. 4, $4.10; No. 5, $4.30; Little Giant, $6.50; Barden Patent, $6.50. English Fox—No. 2, $5.75 a dozen; No. 3, $6; No. 4, $6.50.

Hooks (Galvanized Fence)—$5.50 per keg.

Horseshoes—	Price per keg		
	Sizes	No. 2 and larger	No. 1 and smaller
Patterns			
Light iron	0-7	$6.90	$7.15
Long heel light iron	3-7	6.90	....
Medium iron	1-8	6.90	7.15
Heavy iron	6-8	6.90	....
Snow	1-6	7.15	7.40
New light XL steel.	1-6	7.35	7.60
Featherweight XL steel	0-4	8.75 all siz.	
Special countersunk.	0-4	9.25 all siz.	
Toe weight (front only)	1-4	9.70 all siz.	

Packing—Up to 3 sizes in one keg, 10c per 100 lbs. extra. More than 3 sizes, 25c per 100 lbs. extra. F.o.b. Montreal, Belleville and Hamilton.

Terms—Cash in thirty days, less 2% discount.

Hose, Lawn—Corrugated, per hundred feet: ½ in., $13.25; 5/8 in., $15.50: ¾ in., $18. Less 5% for full reel, 500 ft. $5.75 a dozen; No. 3, $6; No. 4, $6.50.

Hose, Lawn—	3 ply	4 ply	5 ply
Per 100 ft., size ½"	$9.50	$10.50	$12.00
Per 100 ft., size 5/8"	11.00	12.00	13.50
Per 100 ft., size ¾"	13.00	14.00	15.50

Hose Nozzles (Gem)—Per doz., $7.70.

Hose Couplings (Gem)—½ inch, 5/8 inch, ¾ inch, $1.60 per dozen.

Ice Tongs—14½ inch size, $16.80; 17 inch, $19.80; 24 inch, $27.60 a dozen.

Irons (Sad)—Mrs. Potts, polished, $1.62 per set; nickel plated, $1.68.

Handles for above japanned, $16.00 per gross.

Common, No. 1, 4 and 5 lbs., $16.00 per cwt.; 6 lbs. and up, cwt., $15.

Irons, Electric—Model B, $6.50 list. Classic, $8 list. Discount, 25% to 33%, according to quantity.

Jacks (Screw)—1¾x10, $3.75; 2x12, $5; 2x16, $6. each.

Knives, Hay—Spear Point, $15 per dozen; Lightning, $14; Heath's, $14.

Ladders — Step Ladders—Standard, 44c a foot; Household, 33c; Shelf Lock, 4 to 8 ft. only, 30c; Faultless, 4 to 8 ft. only, 44c; Faultless, 10 to 16 ft., 48c.

Single and Fruit Picking—10 ft. to 16 ft., 26c per foot; 18 ft. to 22 ft., 27c.

Roped and Straight Extension Ladders—20 to 32 ft., 30c a foot; 36 to 40 ft., 33c; 44 ft., 36c; three section extension, 45c.

Fire ladders up to 32 feet are twice the price of ordinary extensions. Over 32 ft. are supplied with supporting legs at three times the price.

Lanterns—Short or long globe, plain, $9.20; japanned, $9.70; Dash, plain, $12.75; japanned, $12.80; search (round reflection), $12.80; Little Bobs, $4.30.

Lantern Globes—Cold blast, short or long, 1 doz. cases, $1.35 doz.; 3 doz. cases, $1.20 doz.; 6 doz. cases, $1.15 doz., Cold Blast genuine ruby, $4.25 doz. F.o.b. factory.

Latches—Steel Thumb, No. 2, $2.20 per dozen; No. 3, $2.50; No. 4, $3.75; Barn Door, No. 5, $3.05; No. 8, $3.80.

Locks (Rim)—Cast, $3.00 a dozen; steel, $3.75.

Machines (Washing) — Dowswell, $12.75 each; Noiseless, $17.50; Hamilton, $14; Peerless, $14.50; Snowball, $19.50; New Century, style A, $19.75; style B, $21.75; electric, 125.00; Playtime, engine drive, $27; Ideal Power, $30; Seafoam, electric, style A, $105; engine drive, $50; Sunshine, $10.25; Popular, $14.50; Economic, $16; Puritan, $19.50; New Champion, $21.50; Home, $21.50; Vacuum, $28; Home Water, motor, $28; Whirlpool, water power, $31; Hydro, 1 Tub, engine drive, $57; electric, $116.50; Rotary water motor washer, $29; Connor ball-bearing, with rack, $22.75; Perfection, engine drive, $65; electric, $132; Beaver, $26; power, $27; Connor, vacuum, $27.50; Patriot, $21.50; Jubilee, $12.50; Canada First, $21.50. These prices are less 30%. Freight equalized with Montreal, Ottawa, Toronto, Hamilton, Kingston, London and St. Mary's, or shipments of quarter dozen and upwards.

Stands, Washtub—Dowswell, $44.10 per dozen.

Mattocks—Cutter or pick, $10.00 per dozen.

Mirrors—Louis style, 5 x 7, $3.00 a dozen; I.X.L. style, 5 x 7, $2.25 a doz.

Mixed Bread—Canuck—No. 4, $33.95 dozen; No. 8, $44.90. Universal—No. 4, $40.00 a dozen; No. 8, $52.

Mops—Liquid Veneer, $16 per dozen; O-Cedar, less handle, $14; O'Cedar, with handle, $16; S. W. Mops, complete, $4.00; Mop Sticks, No. 8, $2.00; No. 6, $1.85; Cast Head Mop, $2.00; Crescent, No. 10, $2.00; Crank wringing, $6.75; Smarts', $4.00. Cloths for self-wringers, No. 1, $1.95; No. 2, $1.60; No. 1 special, $2.50 per dozen.

Mop Wringers—White, No. 1, $16.40 per dozen; white, No. 2, $16.80; white, No. 3, $24.

Mowers, Lawn—(List of Sept. 12, 1921)—Adanac, Woodyatt, Empress, Mayflower, Ontario Daisy, Star, all at 20% off list; Whippet, Thousand Island, Red Wing, Blue Bird are all net.

Nails—List adopted Sept. 10, 1920. Advance over base on common wire nails in kegs: 1 in., $1.50; 1⅛ in., $1.40; 1¼ in., $1.15; 1½ in., 80c; 1¾ in., 75c; 2 in., 60c; 2¼ in., 55c; 2½ in., 30c; 2¾ in., 30c; 3 in., 20c; 3¼ in., 15c; 3½ in., 10c; 4 in., 5c; 4½ in., 5c; 5 in., base; 5½ in., base; 6 in., base. 6½ to 12 in. 2 ga. and heavier, 25c over base.

Standard steel wire nails, f.o.b. London, Hamilton, Milton, Toronto, Owen Sound, Collingwood, Montreal, $3.65 base. Freight equalized on above points.

Windsor, Walkerville, Sandwich, f.o.b. factory prices, carload freight allowed, $3.70.

Sault Ste. Marie, Port Arthur, Fort William, $3.90 base, f.o.b. factory; no freight allowance.

Moulding, Flooring, Slating, Box, Fence, Barrel Nails, 25c per 100 lbs. over common nail prices. Finishing nails, 50c per 100 lbs. advance over common nail price.

Miscellaneous wire nails, 72½% off miscellaneous list, f.o.b. Toronto, Montreal, Hamilton and London.

Nails, cut—$4.60.

Roofing Nails—American, large head, keg, $10.50. Less quantities, $12.50.

Nails (Horse)—Capewell C Brand—No. 5, $6.75 per 25 lb. box; No. 6, $6.50; No. 7, $6.25; No. 8, $6; No. 9, $5.75. Discount, 10%.

"M.R.M." Brand—Net price list. No. 3, 1⅝ in. long, $15.00 per 25 lb. box, No. 4, 1¾ in. long, $10.00; No. 5, 1 15/16 in. long, $4.50; No. 6, 2⅛ in. long, $4.50; No. 7, 2 5/16 in. long, 2 11/16 in. long, $4.50; No. 10, 2⅞ in. $4.50; No. 8, 2½ in. long, $4.50; No. 9, long, $4.50; No. 11, 3 1/16 in. long, $4.50; No. 12, 3¼ in. long, $4.50.

Netting, Poultry—2 in. mesh and 19 gauge wire—12 in., $1.80 per 50-yard roll; 18 in., $2.65; 24 in., $3.40; 30 in., $4; 36 in., $4.75; 42 in., $5.50; 48 in., $6.20; 60 in., $7.70; 72 in., $9.20; 84 in., $10.50; 96 in., $12.

1½ in. mesh and 19 gauge wire—12 in., $3.50 per 50-yard roll; 18 in., $5; 24 in., $6.30; 30 in., $7.75; 36 in., $9.90; 42 in., $10.50; 48 in., $12; 60 in., $15; 72 in., $18.

1 in. mesh and 20 gauge wire—12 in., $4; 18 in., $5.50; 24 in., $7; 30 in., $8.50; 42 in., $12; 48 in., $14; 60 in., $17; 72 in., $20

¾ in. mesh and 20 gauge wire—24 in., $10.50; 30 in., $12.75; 36 in., $15.

½ in. mesh and 22 gauge wire—24 in., $16.50; 30 in., $20; 36 in., $24.

Discounts at present quoted apply only to 1 and 2 in. mesh netting. Other prices have been withdrawn and are quoted only on application.

Canadian netting, 2 in. and 1 in. mesh, 12½% off. American netting, 1 in. mesh, 12½% off.

Invincible—No. 1848, 67c a rod; 2060, 72c. Put up in 10, 20 and 30 rod rolls. F.o.b. Montreal.

Blue Ribbon—24 in., $5.50 per roll; 36 in., $7.15; 48 in., $8.35; 60 in., $9.85; 72 in., $11.25. Put up in 10 rod rolls.

English Galvanized—Half-inch mesh, 22 gauge x 12 inches, per roll, $5; 22x18, $7.25; 22x24, $9.50; 22x30, $11.65; 22x36, $13.85.

Oils—Royalite, 29c a gallon, Palacine, 24c; Gasoline, 35½c. Above prices net.

Black oil (summer), 19c a gallon; Black oil (winter), 20½c; Capital, cylinder, 69½c; mach. oil, reg. grades, 39c; Imperial gas engine oil, 59c; Paraffine, 20c. List less 15% on above.

Polarine, $1. per gallon; Polarine medium, $1.; Polarine heavy, $1; Polarine, ex-heavy, $1.25. List less 25%.

Gargoyle Mobiloil, E and Arctic, $1.45; Gargoyle Mobiloil B and BB, $1.55; Gargoyle Mobiloil A, $1.60. List less 25% on above.

Fuel oil, per barrel, net, 11 cents a gallon; from tank wagons, net 10c; tank cars, net, 9c. Prices shown are barrel basis, unless otherwise specified. Barrels charged extra.

3-in-1 Machine, small, $1.25; large and handy, $2.55; factroy, $5 per dozen.

Paper (Building)—Dry fibre, No. 1, Anchor, $1.15 per 400 ft. roll; No. 2, Anchor, 65c; No. 2, Elephant, 65c.

Tarred Fibre, No. 1—Anchor, $1.20; No. 2, 85c. Elephant Brand, tarred, No. 2, 85c; Surprise Fibre, 70c; Empress Dry Sheathing, $1.15; Stag Sheathing, 70c; Cyclone, dry, $1.15; tarred, $1.20; Joliette Sheathing, 65c; tarred, 85c.

Monarch Sheathing, white, $5.50 per 100 pounds; grey, $4.50; Straw Sheathing, $3.40; Imp. Grey Sheathing, $4.50; Imp. Whit Sheathing, $5.50; Scythe dry straw, $3.15; Spruce Sheathing, 36 in. and 72 in. wide, $6. Asbestos Sheathing, $6.75; carpet felt, $3.90; tarred felt, 7, 10 and 16 oz., $3.45.

Parowax—10¼ cents a pound.

Picks—Clay, 5 to 6 lbs., $7.80 a doz.; 6 to 7 lbs., $8.50.
Rock—7 to 8 lbs., $9.25 dozen; 8 lbs., $9.25.

Pins, Clothes—5 gross, 4 in. (loose), $1.55 a case; 4 gross (cartons), 4 in., $1.60; Spring, 2 gross to box, $1.50.

Pitch—Pine, black, per bbl., $13.25; Navy pitch, per bbl., $6.50; Coal tar pitch, per cwt., $1.55.

Planters (Corn) — King of Field, $15.75 a dozen; Triumph, $11.

Pulleys—Axle, No. 1, 1¾ in., 80c a dozen; 2 in., 90c; 2¼ in., 95c; Palmer's, 90c.

Pulleys, Clothes Line—No. 58, japanned, $3.70 per dozen; No. 158, galvanized, $3.95; No. 59, japanned, $3.75; No. 159, galvanized, $4.

Pumps—	Pitcher Spout	Closed Spout
No. 2,	2.85	3.10
No. 3,	3.15	3.40
No. 4,	3.75	4.10
No. 70, each	...	6.00
No. 80, each	...	8.00

Pumps, Redwing—No. 0, $6.85; No. 1, $7.50; No. 2, $8.75; No. 3, $10.75; No. 4, $12.75; No. 5, $15.25; No. 6, $18.

Rakes (Hay)—Iron bow, $6.30 dozen; wood bow, $6.80 a dozen.

Rakes (Wire Lawn. Welland Vale make)—20-teeth, $4.60 per dozen; 24-teeth, $5.30.

Rifles, Winchester—Model 1890, $27.75 each; 1892, $35.70; 1894 (30 and 32 round), $42.40; 1894, (30 and 32 octagon), $45.50; 1895, $55.50; 1902, $8.35; 1904, $10.20; 1905, $53.65; 1906, $24.05; 1906, expert, $27.75; 1907, $64.75; 1894, carbine, with sling and strap, $46.65; 1912, gun, $61.

Rivets and Burrs—Iron rivets, 7-16 inch and smaller, blacked and tinned, 47½%, Iron burrs, 47½% off list on 200-lb. kegs. Extras, add 1c to list on 100-lb. kegs; 3c on 50-lb. boxes; 4c on 25 lb. boxes, 8c on 1 lb. pkgs.

Copper rivets, usual proportion of burrs, 32½% off; burrs, add 10%. Extras on copper rivets, ½ lb. pkgs., 1c per lb.; ¾ lb. pkgs., 2c lb. Coppered rivets, net extras, 3c per lb.

Roller Skates—No. 2, 95 cents; No. 3, $1.05; No. 6, $1.55; No. 10, $1.75 per pair.

Roofing (Samson)—1 ply, $2.05 roll; 2 ply, roll, $3.10; 3 ply, roll, $3.90.

Red Star, 2 ply, $1.85 roll; Red Star, 3 ply, $2.20.

Everlastic, 1 ply, $1.70; Everlastic, 2 ply, $2.05; Everlastic, 3 ply, $2.40.

Panamoid, 1 ply, $1.50; Panamoid, 2 ply, $1.85; Panamoid, 3 ply, $2.20.

Everlastic Multi-Shingles (4 shingles in one), per square, $6.00.

Everlastic Liquid Roofing cement—Per gal., in bbls., 70c; 5 and 10 gal. lots, gal., 84c; 1 gal. cans, gal., doz., $10.50.

Coal Tar (refined), per barrel, $10.50; coal tar (crude), $9.25.

Rope—Pure Manila basis, 21c a pound; Beaver Manila basis, 19c; New Zealand hemp basis, 19c; Sisal basis, 19c. These quotations are basis prices, ¾ in. and larger diameter. The following advances over basis are made for smaller sizes: ⅝ in., ½c; 9-16 to 7-16 in., inclusive, 1c; ⅜ in., 1½c; ¼ and 5-16 in., 2c; 3-16 in., 2½c extra.

Single lath yarn basis, 17c; double lath yarn, 17½c; halyards, 46c; Beaver halyards, white, ¾ in. basis, 30c.

Hemp, deep sea line basis, 46c; hemp, tarred ratline basis, 39c; hemp, tarred bolt rope basis, 41c; marline and houseline, 41c. Extra charge for shorter lengths than half coils, 2c per pound additional.

Cotton, ⅛ in., 46c a pound; 5/32 in., 45c; 3/16 in., 42c; ¼ in. and up, 41c.

Sandpaper—B. & A. sandpaper, less 10%; Star sandpaper, less 10%; B. & A. emery cloth, plus 20% on list.

Saws (Bucksaws)—Prince Rupert, $16.65 a dozen; Arrow Head, $16.65; Happy Medium, $12.30.

Scales—Champion, including stamping, list less 10%; 4 lb. $6.60; 10 lb., $8.65; 240 lb., $12.65; 600 lb., $35.80; 1,200 lb., $43; 2,000 lb. $57.10; 2,000 lb. drop lever, $64.75.

Scythes—Cast steel, $15 a dozen; Golden Clipper, $16; Little Giant, $17; Bush, $16.

Snaths—1 loop, $16.80 a dozen; 2 loops, $15.80; 3 loops, $14.70; Bush, $18.20.

Screws—Discounts off Standard List—Wood, F.H., bright, 82½ and 5%; Wood, R.H., bright, 80 and 5%; Wood, 82½%; Wood, F.H., brass, 75%; Wood, O.H., bright, 80 and 5%; Wood, F.H., brass, 77½ and 5%; Wood, R.H., brass, 75 and 5%; Wood, O.H., brass, 75 and 5%; Wood, F.H., bronze, 72½ and 5%; Wood, R.H., bronze, 70 and 5%; Wood, O.H., bronze, 70 and 5%; Square cap, 55%; Hexagon cap, 55%; Set Screws, 55%.

Screws, Iron Bench, No. 12—1 in., $11.25; 1⅛ in., $13.50; 1¼ in., $15.60.

Spiders—Cast, No. 7, 90c; No. 8, 95c; No. 9, $1.05;. Nickel Plated—No. 7, $1.26; No. 8, $1.35; No. 9, $1.50; No. 10, $1.75.

Spades, Shovels and Scoops—Plain back shovels and spades, draining tools,

hollow back scoops, sand shovels, hollow back shovels, hollow back coal shovels, riveted back scoops, miners' spring point shovels. 1st. 2nd and 4th grades, all 53%. These discounts apply whether goods are sold in carload or less than carloads, and apply only to Plain List, Black List prices being as follows:

Plain back shovels and spades, No. 2 black—1st, $29; 2nd, $28; 3rd, $25.

Draining tools, No. 2 black—1st, 29; 2nd, $27.50.

Hollow back scoops, No. 2, black—1st, $34.50; 3rd, $32.

Coal shovels, hollow back, No. 2, black—1st, $32; 3rd, $30.

Sand shovels, No. 2, black—1st, $27.50; 3rd, $24.

Hollow back shovels, No. 2, black—1st, $27.50; 3rd, $24.

Riveted back scoops, No. 2, black—1st, $37.50; 2nd, $35.50; 3rd, $34.

Miners' spring point shovels, No. 2—1st, $36.50.

Net Extras—For each size larger than No. 2, add 35c dozen net. Full polished, add $1 per dozen net. Half polished, add 50c per dozen net. F.o.b. London, Hamilton, Toronto, Gananoque, Ottawa, Collingwood, Sherbrooke, Montreal, Quebec, Halifax, St. John, Moncton and freight may be equalized thereon. On shipments less than 5 dozen f.o.b. factory only.

Snow Shovels—Prince, $9; Prince, D handle, $11; King, $12; Queen, $10; Moose, $15 per dozen. Discs, 37½%.

Spikes, Ship—Base, ⅜ in. and larger, $5 per 100 lbs. ¼ and 5/16 in., $5.50 per cwt. F.o.b. Montreal, Belleville, Toronto and Hamilton, with freight equalized on these points.

Spouts, Sap—Eureka, $15 per thous.

Squares (Steel)—No. 3, $21.60 dozen; No. 14, $19.60; No. 100, $24. Nickelled and blued, extra.

Staples (Fence)—Bright, $4.15 per 110 lb. keg; galvanized, $5.15.

Staples (Poultry netting) — Bright $7.25 per 100 pounds in kegs; galvanized, $8.25. Discount 10 per cent. Net extras (not subject to discount)—Coppering, 60 cents per 100 pounds, 10-lb. wooden boxes, $1.50 per 100 pounds; 25-lb. and 50-lb. wooden boxes, $1.

Staples (in 10-lb. boxes)—Bed, ⅝ in., 20 cents a pound; ¾ inc, 18 cents; 1-inch, 16 ½ cents. Blind, ½ inch, 23 cents; ⅝ inch, 22½ cents; ¾ inch, 22 cents.

Stretchers, Wire—Hercules, $3.60 doz.

Swings (Stratford)—4 ft., $7; 5 ft., $9; 6 ft., $11. Ontario, 4-passenger lawn swing, $8.75; awning, $4.50.

Tacks—Wire tacks, 65/25% from revised hardware tack list adopted January, 1922; dounble-pointed tacks, 65/25%.

Shoe Findings—List adopted June 7, 1922.

Tapes, Measuring (Lufkin)—263, 50 ft., Challenge, steel, $4.95 each; 103, 50 ft. Reliable Jr., steel, $5.25 each; 243, 50 ft. Rival, steel, $4.40 each; 553, 50 ft. Steel, $3.95 each; 1243, 50 ft. Rival Jr., steel, $4.06 ea.; 603, 50 ft. Metallic, $3.17 each; 604, 66 ft., Metallic, $3.54 each; 403, 50 ft. Linen, $2.39 each; 713, 50 ft. Ass Skin, $6.15 doz.; 714, 66 ft. Ass Skin, $7.37 doz.; 143, 3 ft. Steel Pocket, $7.27 doz.; 145, 5 ft. Steel Pocket, $9.20 doz.; 175, 5 ft. Linen Pocket, $6.35 doz.; 165, 5 ft. Cotton Pocket, $1.55 doz.

Tools, Harvest—Waverley, Wellandvale, Rixford, Maple Leaf, Bedford, 60% off new list.

Track, Barn Door—Hatch Trolley, per ft., 22½c; brackets for this, per doz., $2.00. National Flat Track, 1¼ in. per 100 ft., $10.85. Storm King Flat, No. 60, list less 20-10%. Safety Flat, No. 60, list less 20-10%. Reliable No. 1 and 2, 20c per ft., less 20-10%. Round Trolley No. 1918, 20c per ft., less 20-10%.

Traps (Game)—Victor, No. 1, $2.25 per doz; Giant, No. 1, $2.90 per dozen; Jump No. 1, $2.90; Hawley Norton, No. 1, $4.70; Newhouse, No. 1, $6.40. All these include chains. Mouse, $2.85 per gross. Rat, $1.15 a dozen.

Trowels (Bricklayers)—Rose make—Size No. 10½, $25.20 a dozen; No. 11, $25.80; No. 11½, $26.40.

Tubs, Wood—No. 0, $26.40 per dozen; No. 1, $23.10; No. 2, $20.90; No. 3, $17.60. F.o.b. Newmarket.

Twine, Binder—500 ft., 11½c a foot; 550 ft., 12½c; 600 ft., 11½c; 650 ft., 14c. Freight prepaid to nearest station in lots of 300 lbs. and over. (This applies to Eastern Canada only.) Rebate of ⅛ cent lb. on 10,000 lbs. and ¼ cent lb. on 20,000 lbs. Cash, 5 per cent.; net, Oct. 1.

Twine (Cotton)—5-lb. sack, 3-ply, lb., 54c; 4 ply, lb., 57c.

Cones, 3 ply, lb., 50c; 4 ply, lb., 53c.

Tin and Enamelwares—

Britannic, list plus 5 %.
Scotch Grey Ware.
Colonial, 40%.
Imperial ware, 40%.
Pearl, 40%.
Premier, 20%.
Canada ware, 20%.
White ware, 50 and 10%.
Japanned ware, net list.
Japanned ware, white, list, plus 10%.
Plain and japanned sprinklers, list plus 10%.
Stamped ware, plain, 50 and 10%.
Stamped ware, retinned, 50%.
Copper bottoms, plus 40%.
Tinners' trimmings, plain 50/10%.
Tinners' trimmings, retinned, 50%.
Tinners' trimmings, general, write for prices.
Factory milk cans, list, plus 15%.
Milk can trimmings, list, plus 33⅓%.
Cream cans, write for prices.
Railroad cans, write for prices.
Sheet iron ware, list, plus 10%.
Pieced ware, ordinary, list, plus 20%.
Pieced tinware, C. B., list, plus 30%.
Fry pans, Acme, 33⅓%.
Fry pans, Quick Meal, net list.
Spiders, steel, net list.
Fire shovels, japanned, list, plus 10%.
Steel sinks, galvanized, 17½%.
Steel sinks, painted, 17½%.
Light galv. pails and tubs, 17½%.
Heavy galv. pails and tubs, 17½%.
Hollow ware, add 40 per cent.
Garbage pails, 17½%.
Jap. coal hods, list plus, 33⅓%.
Paper lined boards, 40%.
Wood lined boards, 25%.
Copper boilers, 10%.
Copper tea kettles, 10%.
Copper tea and coffee pots, net.
Stove and other pipe, 5%.
Stove pipe elbows, black and galv., 10%.
Stove pipe thimbles, 60%.

Weights, Sash—Sectional, 1 lb. per 100 lbs., $2.75; sectional, ½ lb., per 100 lbs., $2.85; solid, 3 to 30 lbs., per 100 lbs., $2.50.

Wire — Annealed or Bright — Advances over base price on sizes lighter than No. 9. No. 9 and heavier, 6c; No. 11, 12c; No. 12, 20c; No. 13, 30c; No. 14, 40c; No. 15, 55c; No. 16, 70c.

Annealing, no extra. Oiled and annealed extra, 15c. Coppering and liquor finish extra, $1 to $1.50. Tinning extra, $2 to $3.

Bright base, $3.65. Annealed base, $3.65. Galvanized base, $3.95.

Barbed wire, $4.40. Coiled spring wire, 9 gauge, $4.00.

Stovepipe Wire—No. 18, $8.50; No. 19, $9.00.

Wheelbarrows—Navvy, steel wheel, $105 a dozen; garden steel, $78.75; light garden, $84. F.o.b. Montreal, Toronto, London.

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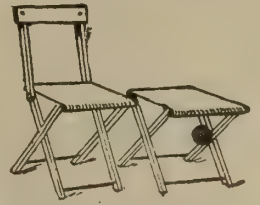
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STRATFORD - ONTARIO

PAINTS AND OILS

Alabastine—Colors and white—2½ lb. packages, $10.10 for 100 lbs.; 5 lb. packages, $9.60 for 100 lbs. F.o.b. Paris or nearest jobbing house.

Beeswax—Small quantities, 45c per pound; larger quantiites, 40c.

Blue Stone—Per lb., bbls., 7c; less quantities, 10c.

Borax—Lump crystal or powdered borax, 10c pound.

Bronzing Liquid—Bronzing liquid, No. 1, $2.15 a gallon. Banana oil, $4.25 a gallon.

Brushes—Floor waxing—Acme, 15 pounds, $2.70 each; 20 pounds, $3.25; 25 pounds, $3.80.

Coating—Cement coating, P. & L., $5.40.

Coal Tar—In quart tins, per case of three dozen, $3.75 per dozen; less than cases, $3.95 per dozen.

Colors (Dry)—Per pound—
Raw and Burnt Umber, 100 lb. kegs, No. 1, 6-8c; less quantities, 10-12c.
Raw and Burnt Sienna, 100 lb. kegs, 6-8c; less quantities, 10-12c.
Imp. green, 100 lb. kegs, 17c.
Chrome green, C.P., 35-40c.
Chrome yellow, 20-40c.
Brunswick green, 100 lb. keg, 12-14c.
Indian red, 100 lb. keg, 08-18c.
Lamp black, in bulk, 26c; packages, 30-35c.
Venetian red, best bright, 6½-9c; No. 1, 3¾-5½c.
Drop black, pure dry, 21-27c.
Golden Ochre, 100 lb. kegs, 8c.
White ochre, 100 lb. keg, 6c; barrels, 5c.
Yellow ochre, barrels, 3-6c.
French ochre, bbls., 5-8c.
Spruce ochre, 100 lb. keg, 5-8c.
Can. red oxide, bbls., 4c.
Super magnetic red, 5c.
Vermillion, American, 35c.
English vermillion, $1.85.

Colors in Oil—Pure, in 1 lb. tins:
Venetian red, 27c; Indian red, 40c; Chrome yellow, pure, 50c; Golden ochre, pure, 34c; French spruce ochre, pure, 29c; Greens, pure, 35c; Siennas, 37c; Umbers, 37c; Ultramarine blue, 70c; Prussian blue, 95c; Chinese blue, 95c; Drop black, 42c; Ivory black, 44c; Signwriters' black, pure, 50c; Imperial black, 25 lb. irons, 35c.

Colors—Mortar—Brown, per pound, 2¼c; red, 2¼c; black, 7c; buff, 3c.

Deco-Tint (Wall finish)—Colors, 2½-lb. packages, $9.50; white, 2½-lb. packages, $9; colors 5's, packages, $9; white, 5's, packages, $8.49; colors, 100's, packages, $8; white, 100's, packages, $7.50; colors, bbls., (250 lbs.), $7; white bbls. (250 lbs.), $6.50.

Dryers—I. V. housepainters' japan, gal cans, $3; I. V. liquid dryer, $2.75. Discount, 50 per cent. on both these. Housepainters', $1.15.

Enamels (White)—Per gallon: Dougall white enamel, $7.53; Vitralite, $7.87; Duralite, $6.10; Old Dutch, $6.27; B-H "White" Enamel, $6.60; Martins, white, $7.10; Satinette, $7.24; C. P. Co. Albagloss, $6.40; C. D. Master Painters, $6.85; Mooramel, $7; Lowe Bros., Linduro, $7.10; Sunshine, white, $6.10; Kyanize, $8.10; Solpar, $4.60; Paripan, $9.10; Jasperlac, $4.25; Invincible, $6.10; Hillcrest, $7.10; Adelite A. & E., $7.65; Adelite, A. & E., $5.40; Floglaze, $4.50; Ripolin, $7.19.

Glue—English, sheet, per lb, 24 to 30c; White pigsfoot, 50c; Cake bone, 112 lb. bags, 24 to 30c; Hides, 112 lb. bags, 30 to 32c; Ground glues, 112 lb. bags—English, per lb., 22 to 24c; Canadian, 16 to 18c.

Glass— Case lots.	Star or Double 16 oz.	or 24 oz.
Up to 25	$ 6.00	$ 9.80
26 to 40	7.45	12.20
41 to 50	8.10	13.30
51 to 60	8.45	13.80
61 to 70	8.80	14.40
71 to 80	9.30	15.15
81 to 84	10.35	17.65
85 to 90	11.40	18.50
91 to 95	....	20.65
96 to 100	....	22.35

Cut size sheet glass, 75 per cent. off November, 1920, list.

Glaziers' Points—Zinc coated, 7c ½ lb. package.

Lead, White—(Ground in oil)—Prices are per 100 lbs. in ton lots. Less than ton lots are 35c per 100 lbs. higher than quoted below. F.o.b. Brantford, 50c; London, 55c; Windsor, 60c per 100 lbs. F.o.b. Toronto and Hamilton, 45c per 100 lbs. F.o.b. Fort William and Port Arthur. 75c per 100 lbs.

Maritime differential 50c per 100 lbs. over Montreal.

	Montreal.	Toronto
Anchor, pure	$13.00	$13.45
Champion, pure	13.00	13.45
Crown Diamond, pure	13.00	13.45
Green Seal, pure	13.00	13.45
I. V. Perfection	13.00	13.45
Ramsay's pure	13.00	13.45
Moore's pure	13.00	13.45
Tiger, pure	13.00	13.45
O.P.W., Dec., pure	13.00	13.45
Elephant Genuine	13.50	13.95
BB Genuine, less than tons	14.35	14.80

Lead (Red Dry)—Per 100 lbs.—Genuine, 560 lb. casks, $9.75; Genuine, 100 lb. casks, $10.75; less quantity, $11.75. Fo.b. Montreal and Toronto.

Linseed Oil—(Raw)—Per gal.—1 to 2 bbls., $1.15. Boiled—1 to 2 bbls., $1.18.

Litharge—Casks, per cwt., $9.25; smaller quantities, per lb., 10¾c.

Muresco—Per 100 lbs.	White.	Tints.
350 lb. bbls.	$7.15	$8.25
200 lbs., half bbls.	8.00	9.10
100 lbs., kegs	8.25	9.35
Cases, 20 5-lb. pkgs.	8.80	9.90

Paints, Prepared—Price per gallon, 1 gallon can basis—

C. P. Co. Elephant white, $3.95; Sanitone, white, $3.55; Sanitone, colors, $3.45; C.P. Co., pure white, $4.05; C. P. Co., pure colors, $3.70; C. P. floor paint, $3.65; Elephant floor paint, $3.40; Victoria floor paint, $2.80.

B-H English, colors, $3.70; English, white, $4.05; Fresconette, white, $3.55; Fresconette, colors, $3.45; floor, $3.65; porch floor, $3.70.

Crown Diamond, white, $3.95; colors, $3.60; floor, $3.55; porch, $3.65; flat wall tone, white, $3.55; colors, $3.45.

Moore's House Colors, white, $3.75; House Colors, colors, $3.50; Preservo Paint, white, $2.70; colors, $2.55; floor paint, $3.45; Sani-Flat, $3.45; Porch and Deck Paint, $3.50.

I. V. Elastica, white, $3.65; Elastica, colors, $3.40; Flatine, int. wall, white, $3.55; Flatine int. wall, colors, $3.45.

Lowe Bros., H. S. White, No. 328, $4.05; H. S., color, $3.70; H. S. floor, hard drying, $3.65; H. S. Porch, $3.70; Mellotone, flat wall, white, $3.60; color, $3.45.

Jamieson's Crown Anchor, $3.55.

O.P.W. Canada Brand, white, $3.95; colors, $3.60; floor, $3.55; Flat Wall, white, $3.45; color, $3.35.

Ramsay's Pure, white, $3.90; colors, $3.55; floor, $3.50; porch, $3.55.
Glidden's white, $4.05; colors, $3.70.

Martin-Senour, 100%, white, $4.05; colors, $3.70; porch, $3.70; Neutone, white, $3.55; Neutone, colors, $3.45; floor paint $3.45.

Sherwin-Williams, white, $4.05; colors, $3.70; floor, $3.55; porch, $3.70; Flat Tone, white, $3.55; colors, $3.45.

Maple Leaf, white, $4.05; colors, $3.70; floor, $3.65.

Pearcy's Prepared, colors, $3.15; white, $3.50; floor, $3.10.

Adelite, white, $4.05; colors, $3.70; Industrial white, $3.60.

Barrett's Everjet Elastic Carbon Paint—Barrels, per gal., 85c; half barrels, 85c; 5s and 10s, 95c; 1s, per case, doz., $12.00.

Everjet Black Enamel—Crates, 2 doz., 8 oz., $1.45; crates 12 doz., 8 oz., $1.40; 1 gal. cans, gal., $1.50; 5-10 gal. cans, gal., $1.35; barrels-half bbls., gal., $1.25.

Carbosota Liquid Creosote Oil—Barrels, 60c; half barrels, 65c; 5s and 10s, gal., 95c; 1s (case 12 gals.), Montreal, $8.50; Toronto, $9.50.

H., T. & A. Co.'s Creosote Oil—Barrels, 45c; half-barrels, 50c; 5s and 10s, 60c. F.o.b. Montreal and Toronto.

Paris Green—100 lb. lots—½ lb. paper cartons, per lb., 40c; 1 lb. paper cartons, 38c; ½ lb. tins, 42c; 1 lb. tins, 40c; 25 lb. tins, 36c; 50 and 100 lb. drums, 34c; 250 lb. kegs, 31½c; 600 lb. barrels, 31c. Terms: 1 per cent. 15, or 30 days net. F.o.b. Montreal, Toronto, Hamilton, London, Ottawa, Quebec, Moncton, St. John's and Halifax. Yarmouth and P. E. I. points ¼c per lb. extra.

Polish (O-Cedar)—4 oz. bottles, doz., $2.40; 12 oz. bottles, $4.80; 1 qt. can, $12; ½ gal. cans, $20; 1 gal. cans, $28.

Polish-ol—4 oz., $1.80 doz.; 12 oz., $3.60 doz.

Putty (Standard)—Less than tons—Bulk, bbls. (800 lbs.) per cwt., $5.20; 100 lb. drums, $6.20; 25 lb. drums, $6.45; 12½ lb. irons, $6.70; Bladders in bbls. (400 lbs.), $7.20; in cases, (100 lbs.), $7.70. Tons, 25c lower. Pure linseed putty, $1.50 cwt. advance on above prices. Hamilton prices same as Toronto.

Plaster Paris—Single barrels, $4.

Rosin—Barrel lots, per 100 lbs.—G., medium grade, $9.25; water white, $11.25.

Remover (Paint and Varnish)—High Standard, $3; Taxite, 1 gal. cans, $3; B-H Vanisher, $3; Chalco, $3; Klensa, $3; Cumoff, $3; Dougall Lingerwett, $3.25; Takeoff, $3; O.P.W. Presto, $2.60; Solvo, $3.60; Varn-off, $3; Adelite, $3.

Shellac—Per gal. in bbls.—White, $5.35; orange, $4.85. Gal. jugs, white, $5.65; orange, $5.15. F.o.b. Toronto, London, Montreal.

Sulphur—In 100 lb. bags, per pound, 4½c.

Shingle Stains—	Ordinary Colors.	Greens
Sherwin-Williams	$1.45	$1.65
B-H Anchor	1.45	1.65
M. L. Creosote	1.45	1.65
Soligum	1.30	1.50
Martin Senours	1.45	1.65
Elastica	1.45	1.65
Hillcrest	1.45	1.65
"C.D." Shingle Stain	1.25	1.45
Canada Paint	1.45	1.65
O.P.W. Creolin	1.35	1.55

Tar—Coal tar, refined, $10.50; crude, $9.25.

Turpentine—Single bbls., gal., $1.70; 2-4 bbs., gal., $1.69; 5 gal. lots, per gal., $1.85.

Varnishes—Per gal. cans—B-H Floors, $4.18; Maritime Spar, $5.23; Hard oil, $2.57; Gold Medal, $3.28; Elastilite, $3.95; Granitine Floor Finish, $3.95; Hydrox Spar, $5.00.

C. P. C. Sun Varnish, $4.00; Sun Aero Spar, $4.60; Sun Waterproof Floor, $4.10.
Glidden Wearette, $4.; floorette, $4.

I. V. Elastica, No. 1, $4.89; No. 2, $4.48; Floor, $4.

Jasperite Interior and Exterior, $3.75; Indestructo, floor, $3.75; Pale Hard Oil, $3.75.

P. & L., No. 61, $5.14.

Jamieson's Copaline, $4.10.

M-S Marble-Ite Floor, $4.22; Wood-Var, $4.06; Durable Spar, $5.13; Finest Interior, $4.87.

Moorlastic Floor, $4.25; T. 45 Floor, $3.50; Moorvar Interior, $3.25; Moore's Spar, $5.

S. W. Mar-not, $4.03; Rexspar, $5.14; Scar-not, $4.76.

Lowe Bros., durable floor, $4.60.

Solpar, Spar Marine, $6; House Spar,, $4.60; Floor, $4.60; Interior, $3.60.

Kyanize Spar, $5.15; Cabinet Rubbing, $4.85; Interior and Floor, $4.85.

Luxeberry light, $4.85; Granite, $5.00; Spar, $5.72.

Ramsay's Universal, $3.85; Agate Floor, $3.90; 400 Hard Oil, $3.35.
"C. D. Big 4" Exterior, $5.10; Interior, $4.60; General purpose, $4.28; Furniture, $2.30.

Dougall Univarnish, clear, $4.40; Transparent, spar, $4.90; Transparent, floor, $4.40.

Adelite, No. 103, Floor, $4.00; No. 105, Flat, $4.00; No. 100, Spar, $5.80. F.o.b. Montreal and Toronto.

Water Paints—Per 100 lbs. in 5 lb. packages—Frescota, white, $8.50; colors, $9.50; Decotint, white, $8.50; colors, $9; Coralite, white, $9; Perfecto, white, $8.50; Rockface, bbls., 250 lb., 5c.; Opalite, 300 lb. bbls., 16c; Opalite, 100 lb. pkg., 17c; 1 gal. packages, per pkg., $1; ½ gal. package, per pkg., 52½c; Ramsay's "Ideal," 310 lb. bbls., 40½c; Sturgeon's Solpar, 40c.

Waste—Cream, polishing, 18c; white—xxx, 18c; Colored—No. 1, 13c.

Wax—B-H Wax, 45c; Berry Bros., 70c; Imperial Floor Wax, 35c; Anchor, 38c; O.P.W. Lion Brand, 38c; Old English, 67c; Johnson's, 67c; Jamieson's liquid wax, gal., $3.50; Ramsay's, 45c; Martin-Senours, 38c; I. V. Wax, 38c; Sherwin-Williams, 48c; Solpar, $8.80 to $9.90; Crown Diamond, 40c; Hillcrest, 45c; Plymouth Rock, 45c; Champion white, 50c; Ad-el-ite paste, 45c.

Whiting—Plain, in bbls., $3.00; Gilders, bolted in bbls., $3.25.

Wood Alcohol—Per gal.—In five gallons, $1.75; Methylated Spirits, $1.90 to $2.55.

Wood Filler (Paste)—Kleartone—All colors except mahogany—1 lb. cans, 28c a pound; 2 lb., 26c; 5 and 10 lb., 24c; 25 lb., 22c. Mahogany 5 cents a pound higher. Discount 35 and 5 per cent.

Wood Filler (Liquid)—Crown Diamond, per gal. in qt. tins, $1.70.

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The Trying Times of High Prices in these lines are over!

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Their design, good materials and workmanship makes them unequalled for efficiency, strength and ease of operation.



Attractive Appearance

They are polished everywhere except on the web of the handle, making a very attractive looking wrench.

Strong Construction

The jaws, which are expertly tapered and polished, will keep adjusted in any desired position. They are offset 22½ degrees. The movable jaw is drop forged steel, case hardened, with square bearings on each side of slide by which the jaw is centrally supported by frame preventing wedging and sticking. The knurl is free acting. The frame consists of tough malleable iron, thorouhgly case hardened.

Sizes

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No. 101—6" Adjustable Angle Wrench
No. 102—8" Adjustable Angle Wrench
No. 103—10" Adjustable Angle Wrench

Wrenches are wrapped in oiled paper, being packed six in a carton.

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Bridgeburg - Ontario

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Gasoline Pumps and Tanks, Air Pressure Tanks and Receivers, Air Compressors, Pneumatic Tanks and Pumps, Galvanized Tanks, round and square.
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Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Fence Plates.

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Note Penetration at points where needed.

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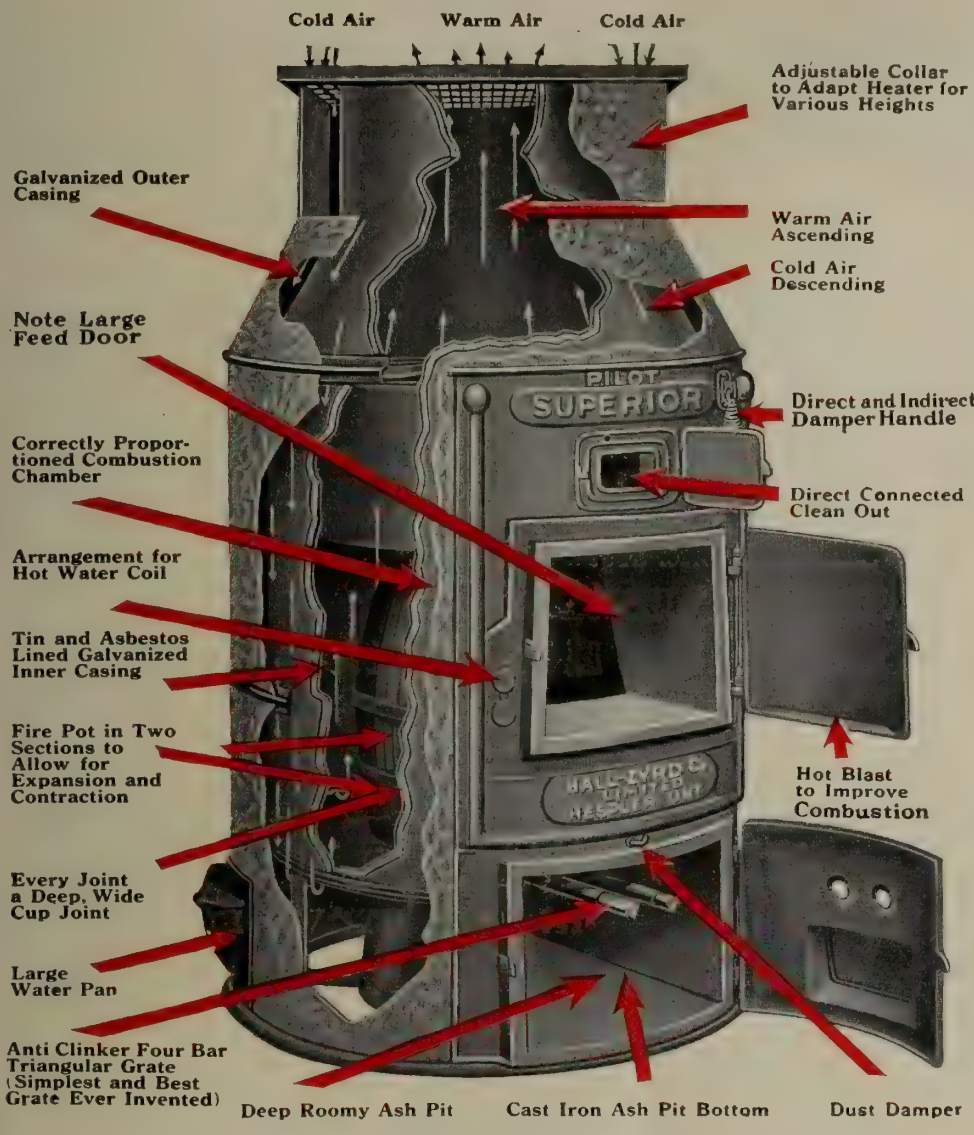
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At Toronto, London and Ottawa Exhibitions



Look up our display booth during your visit to the Exhibitions. There will be many things of interest to you.

You will be able to see and inspect the new Pilot Superior Pipeless Furnace

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Ask to see copies of letters from owners of this furnace *expressing complete satisfaction* withit.

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It is undoubtedly the unequalled leader in the pipeless field. It is easy to convince your customers of the merits of the Pilot Superior. The best selling help you can have in selling the Pilot is to let your prospect talk to your last customer. They are always satisfied and ready to "boost" for you.

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1729 1922



BRANDRAM'S *Genuine* B.B. WHITE LEAD

In the organic world an evolutionary process is said to be at work, ever developing the good and eliminating the unfit. Time is the great arbiter, the acid test, that infalliby detects the false, leaving the genuine untouched.

Nearly two hundred years ago a White Lead corrosion process was discovered by one of the founders of the House of BRANDRAM. This has been used continuously ever since for the manufacture of a product of superb value, and to-day BRANDRAM'S GENUINE B. B. WHITE LEAD is being made on the original formula, the washing, pressing and grinding processes among others being facilitated, however, by the aid of modern mechanical methods.

In a very few generations the unworthy goes to the wall, but during ten generations BRANDRAM'S GENUINE B. B. WHITE LEAD has earned and still maintains a world-wide reputation for its possession of the essential properties of White Lead in oil—excelling as it does in spreading and covering qualities and in durability.

Tested by Science's latest method, the Pfund Cryptometer, an instrument of mathematical precision—BRANDRAM'S GENUINE B. B. WHITE LEAD is proved to have greater hiding power than any other brand on the market.

"Save the surface and you save all"

BRANDRAM-HENDERSON LIMITED

MONTREAL HALIFAX ST. JOHN TORONTO WINNIPEG
MEDICINE HAT CALGARY EDMONTON VANCOUVER

DISSTON
HAND SAWS



The Saw Most Carpenters Use

ALL MODERN AND NEW MACHINERY

All the machinery used in the manufacture of ***DISSTON*** Handsaws in Canada, was especially made up at the Philadelphia factory, and embodies the latest improvements in saw making machinery.

A staff of specially trained mechanics from the Philadelphia factory, is in charge of each operation through which a saw passes during manufacture.

All the material used in the manufacture of the famous ***DISSTON*** Handsaws is melted and rolled at the ***DISSTON*** mills at Philadelphia, and is unequalled for quality.

These conditions assure the maintaining of the famous ***DISSTON*** quality, **which is the Standard for Quality the world over, and has been for over 80 years.**

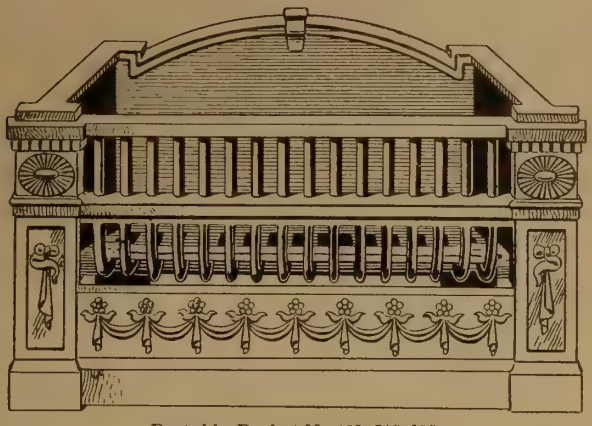
MATERIAL REDUCTION IN PRICE

NOW
MADE IN CANADA

FIREBASKETS and FIREPLACE ACCESSORIES

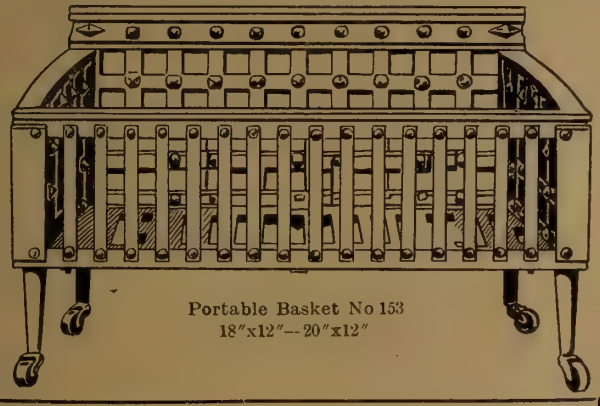


Portable Basket
No. 150
16"x9"- 18"x9"- 20"x9"- 18"x12"
20"x12"- 22"x12"



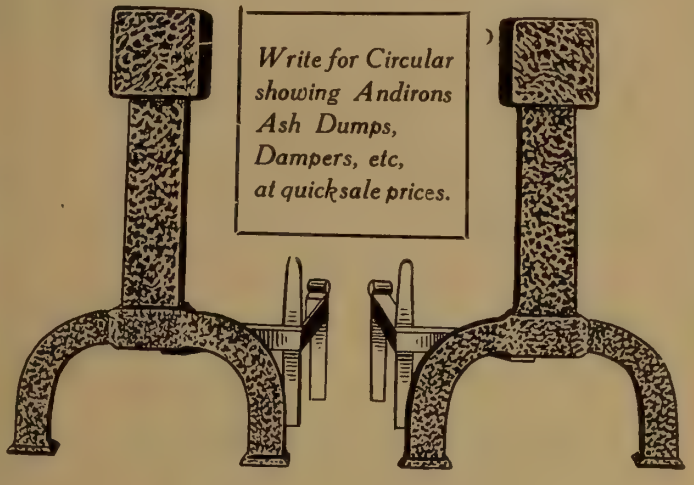
Portable Basket No.156 24"x15"

Write Now for our Prices.



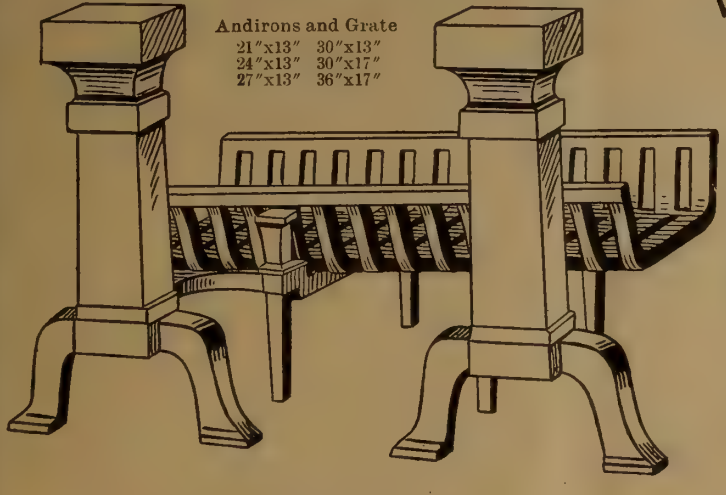
Portable Basket No 153
18"x12"—20"x12"

Write for Circular showing Andirons Ash Dumps, Dampers, etc, at quicksale prices.

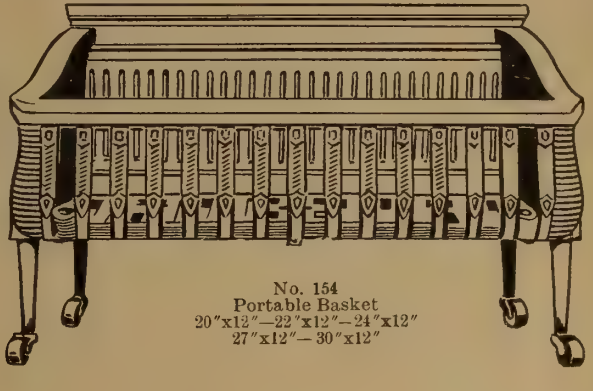


Illustrated Circular on request.

We offer a Big Variety of Designs



Andirons and Grate
21"x13" 30"x13"
24"x13" 30"x17"
27"x13" 36"x17"



No. 154
Portable Basket
20"x12"—22"x12"—24"x12"
27"x12"—30"x12"

W. Walker & Son Limited

Hardware and Iron Merchants—Wholesale only

10-16 Alcorn Ave. - TORONTO, ONT.

Hobbs Gold Medal Grade

THE BEST THE WORLD PRODUCES

Order Now

Auto Accessories
Ammunition
Builders Hardware
Beet Knives
Cutlery and Silverware
Crosscut Saws
Cash Registers
Game Traps
Guns
Hockey Supplies
Horse Blankets
Heaters, etc.



Here It Is!

THE Axe that brings the repeat business. Its name and fame is well known to hundreds of Lumbermen.

"HOBBS GOLD MEDAL" Axes have built for themselves an enviable reputation that only high quality of material and workmanship can maintain. The Bit is of crucible steel, carefully tempered and ground. The Handles are of the finest selected second growth Hickory, perfectly balanced and finished. The heads are attractively labelled and finished in All Black Enamel, or Half Bright and Black.

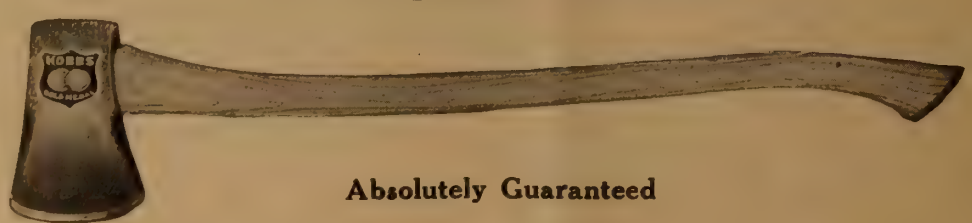
Order Now

Ice Creepers
Lamps and Lanterns
Mitts and Gloves
Mocassins
Robes and Rugs
Rifles and Revolvers
Snow Shoes
Sleigh Bells
Skates and Sleighs
Snow Shovels
Vegetable and Grain Scoops
Weather Strips, etc.

Be Guided by Good Judgment

and carry in stock

The Popular Demand



Absolutely Guaranteed

Are you on our Mailing List? Our Fall and Winter Catalogue of "Seasonable Specialties" sent on request.

The Hobbs Hardware Company, Limited

LONDON - ONTARIO

Practical Heaters for Soft Coal

There's positive proof that the coming season will present wonderful selling opportunities for—

McClary's *SO-HOT* *air blast* *HEATER*

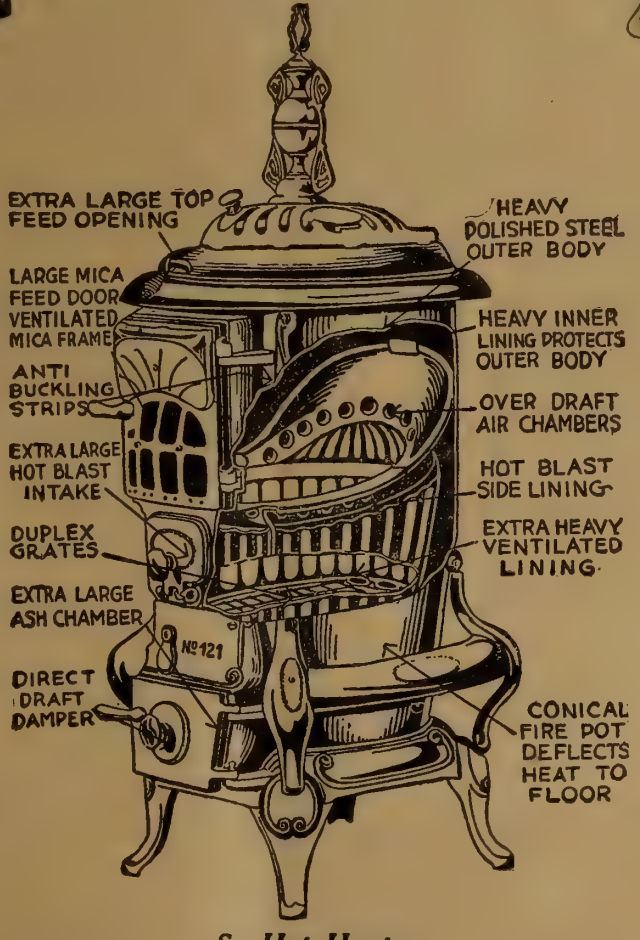
This is a Heater that's different. A special air blast cast-iron ring encircles the top of the firepot. Through this ring a current of air passes in from the outside, becomes intensely hot and and flows steadily over the coal. All the coal gases are ignited at the correct moment for giving the best service. The result is a clean heat of remarkable intensity radiating directly into the atmosphere. Other parts of this heater are built to give lasting and satisfactory results.



Very Hot Blast



Tortoise



So-Hot Heater

Take advantage of the present unusual conditions by giving up your best display to the "So-Hot." Besides displaying it well, talk over fuel prospects with your Customers and stress the importance of providing some safeguard against possible eventualities.

Other soft coal heaters in our line include—McCLARY'S "Very Hot Blast" and "Tortoise," both sturdily built and possessing exceptional heating abilities.

We have advertising literature available to help stimulate your sales and will forward you a quantity on your request.

McClary's

London Toronto Montreal
Winnipeg Vancouver
St. John, N.B., Hamilton, Calgary
Saskatoon Edmonton

McClary's

London Toronto Montreal
Winnipeg Vancouver
St. John, N.B., Hamilton, Calgary
Saskatoon Edmonton

CRANE FITTINGS

MALLEABLE —————— CAST IRON












Make Tight Joints

Our patterns for malleable and cast iron fittings include all the necessary sizes and shapes to meet all requirements.

CRANE
LIMITED

Manufacturers of Valves, Fittings and Piping Equipment and Distributors of Pipe, Plumbing and Heating Supplies.

Branches and Warehouses:
HALIFAX, OTTAWA, TORONTO, HAMILTON, LONDON, WINNIPEG, REGINA, CALGARY, VANCOUVER.

Sales Offices:
ST. JOHN, N.B., QUEBEC, SHERBROOKE EDMONTON, VICTORIA, SYDNEY, AUSTRALIA.

CRANE
LIMITED
HEAD OFFICE & SHOW ROOMS
386 BEAVER HALL SQUARE
MONTREAL
Works
1280 ST. PATRICK ST.
MONTREAL

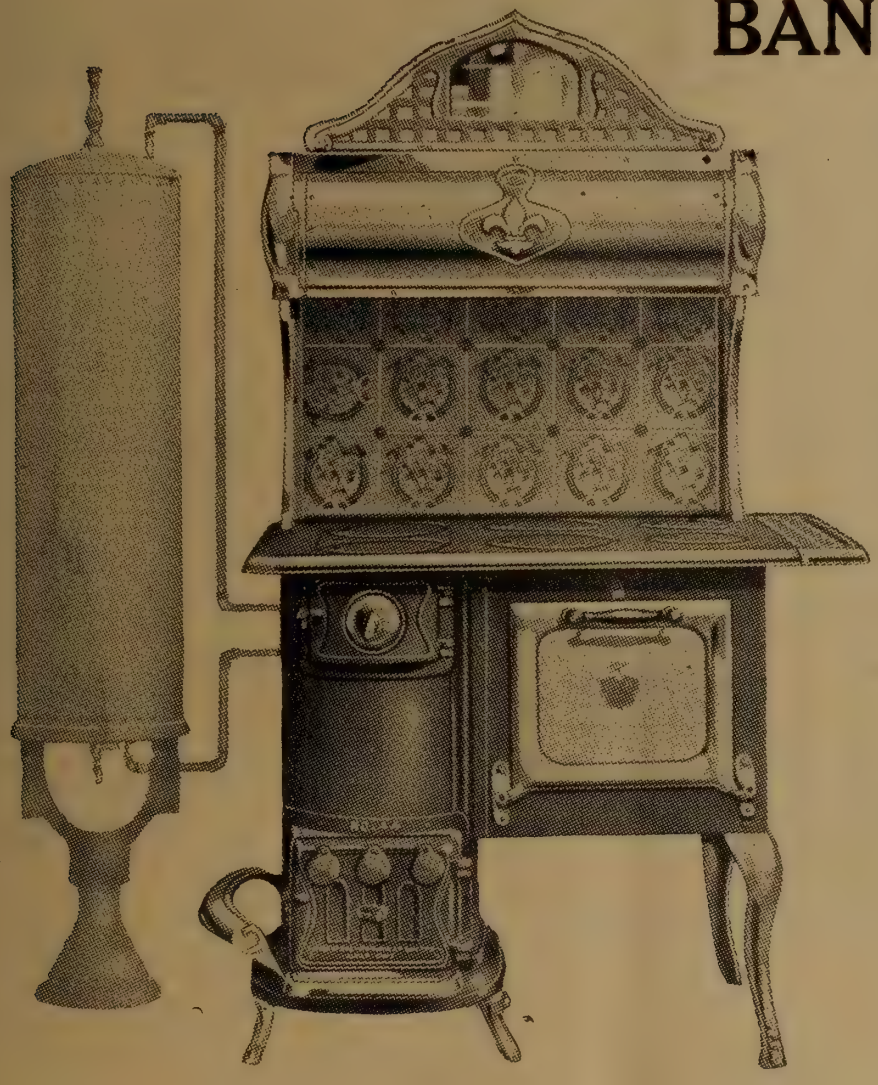
CRANE-BENNETT
LIMITED
Head Office and Warehouse:
LONDON, ENGLAND.

Sales Offices:
BIRMINGHAM, CARDIFF, GLASGOW, LEEDS, MANCHESTER.

14

The Banner Compact

THIS stove is not the ordinary Quebec Heater with an oven. It is different. The fire box is oblong—not round—and will take a stick of wood 14 inches long. For burning wood a perforated wood plate (standard equipment) is suspended about a foot below the working surfaces. Made in one size only—oven 18" x 15" x 11". Three triangler individual grate bars supplied with water front or contact reservoir as required. Yet for all its numerous advantages the Banner Compact costs no more than the ordinary Quebec Heater with an oven.



BANNER STOVES

A Highly Profitable Line to Handle

THE Banner dealer has at his disposal the line of stoves which yield him the maximum profit. The time and effort necessary to sell a banner is small. Our national advertising, coupled with unusual word-of-mouth praise by satisfied owners, accomplishes much of the sale for you.

Banner Stoves are simple and compact. Their efficiency is trustworthy. Once the stove is installed in your customer's home, satisfaction is assured.

No dealer can afford to pass up the Banner proposition. Let us tell you it in detail. Write today.

Ask also for particulars about Banner Pipe and Pipeless Furnaces.

The Galt Stove & Furnace Co., Limited

GALT - ONTARIO



Announcing

two beautiful
new patterns

WE TAKE pleasure in presenting two new patterns in our well-known medium-priced flatware — Rogers 1881 brand.

The Salem and Essex patterns are worthy of being used for the best quality of flatware, representing, as they do, in the highest degree the characteristics of design most acceptable to the discriminating buyers of flatware.

There is now a very considerable sale for medium-priced flatware, especially for a quality as well-known as our "Rogers 1881" brand, and with these two new patterns, the dealer will be in the favorable position of being able to offer an assured quality with a choice of distinctive patterns.

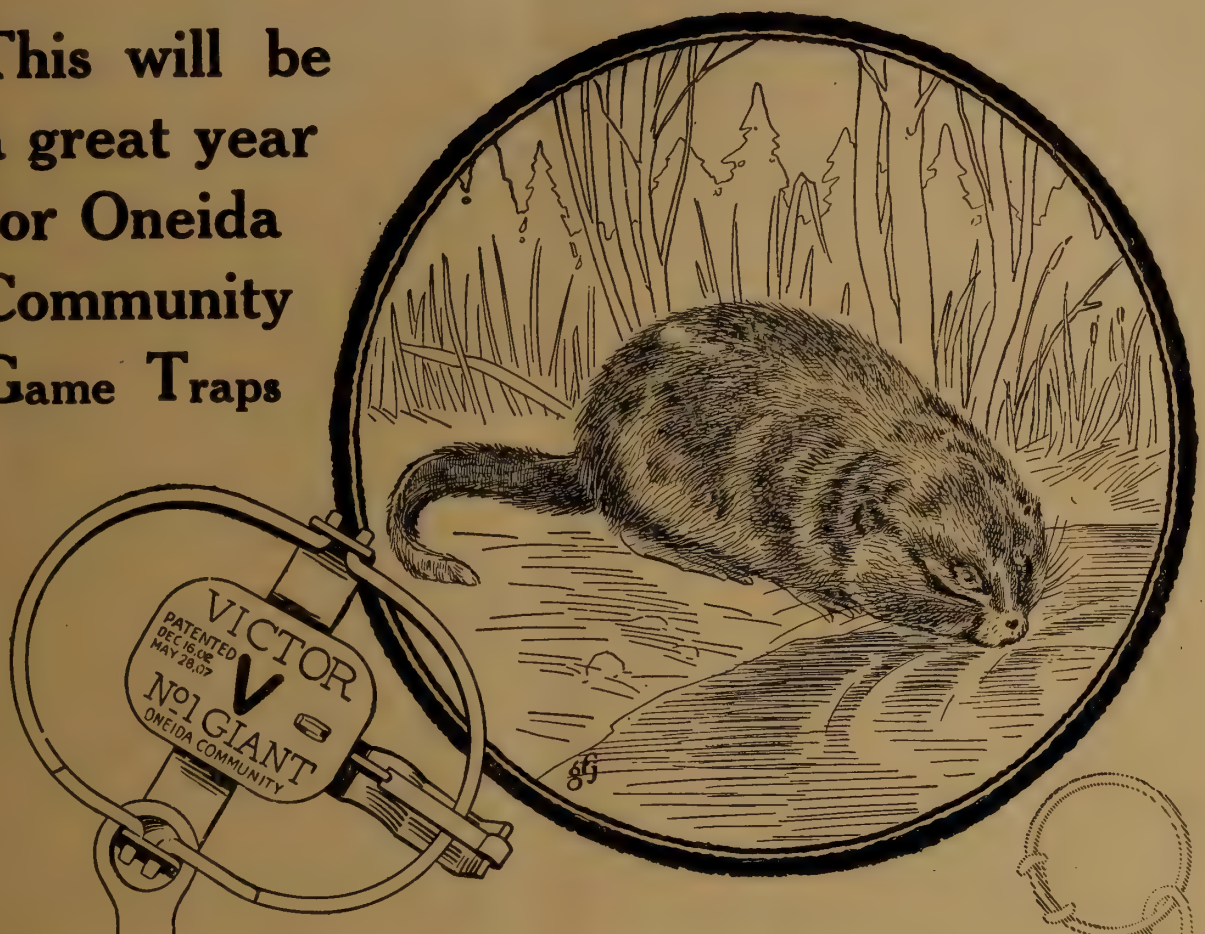
List prices are the same as other patterns in "1881" *quality*

CANADIAN WM. A. ROGERS
LIMITED

OFFICE AND FACTORY—570 King St. West.
DOWNTOWN SHOWROOMS—Kent Building.
TORONTO

Fur Prices are High

This will be a great year for Oneida Community Game Traps



Everything indicates a big trapping season. Fur bearing animals are plentiful.

Trappers insist on the dependability of Oneida Community Game Traps.

Place your speifications with your jobber right away—our trap factory is already working to capacity.

Oneida Community, Limited

Niagara Fall, Ontario

Makers of VICTOR, ONEIDA JUMP, HAWLEY & NORTON, and NEWHOUSE Traps. Oldest and largest manufacturers of game traps in the world.

See the V

"AJAX" BREAST CHAINS



AJAX Breast Chains are big sellers because of the convenient adjustment and assembling features. The length can be regulated by the end snaps.

Easily stocked and shipped as they are packed two pairs in a carton.

DOMINION CHAIN COMPANY
LIMITED
NIAGARA FALLS, ONTARIO

THE MOST EFFICIENT AUTO SKID CHAIN TOOL ON THE CANADIAN MARKET

This Tool
quickly and easily opens old cross links in a skid chain. New links are closed just as easily. Every motorist needs one. Have you got them in stock?



Guarantee
We guarantee this tool to give satisfaction for the purpose for which it was intended. We will promptly replace without cost any broken tool when due to faulty material or construction.

Specifications

Made of dropped forged steel. Jaws are hardened and tempered. Chambered grip enables new links to be closed without flatening. Weighs one pound and is about 10 inches long. Black rust-proof finish. Packed in bulk.
No. 200 AUTOMOBILE SKID CHAIN REPAIR TOOL

Canadian Tools, Limited
Bridgeburg - Ontario

DUNLOP

CORD TIRES FABRIC

Because Dunlop Tires have a greater distribution than any other make, they have become known, not only as

The Tire That's Easiest to Get, BUT

The Tire That's Easiest to Get Mileage out of

If you want concrete evidence of just how good Dunlop "Cords" or "Fabrics" are to-day, turn this fact over in your mind:—

All Mileage Records in Canada Have Been Completely Eclipsed This Year by Dunlop Cord and Fabric Tires.

Dunlop Tires, with Dunlop Extra-Heavy Tubes, Challenge the world for Mileage, Comfort, Safety, Endurance and General Appearance.

Dunlop Tire & Rubber Goods Co., Limited

Head Offices and Factories: - Toronto

Branches in the Leading Cities



Beath Steel Barrels *for Economy*

WITH our thousand barrels a day capacity and the machinery to turn out quality work in the shortest time, we are able to quote prices that are a revelation to many manufacturers.

That is why we emphasize our invitation to ask for quotations for Beath Barrels fitting your particular requirements.

Our prices have opened the eyes of many to the fact that they are within reach of all.

Remember, they can be used over and over again; can be stored indoors or outside in any weather. They will not leak. Incomparable in efficiency for paints, oils, gasoline, turps, etc.

Write for Quotations

Above all they add new prestige to your product—a prestige well worth enjoying, for it is profitable.

If you could get wood barrels for nothing it would still pay you to use Beath Steel Barrels. Write for quotations to-day.

W. D. Beath & Son, Limited

TORONTO ONT.

Reliable Goods - Prompt Service



The Million Dollar Plant of the Pedlar people, Limited
The largest and most modern sheet metal plant in the Empire.

Write us for quotations on any of these goods. Prompt and careful attention is assured.

Galvanized Iron Sheets - Black Sheets - Corrugated Iron
Corro-Crimp Roofing - Eaves Trough and Conductor Pipe
Metal Ceilings and Walls - Metal Lath - Low Rib Lath
Metal Corner Beads - "Steelcrete" - Metal Culverts
Metal-Clad Garages

We are Sole Manufacturers of the well-known

Pedlar's "George" and "Oshawa" Shingles

These galvanized steel shingles have been advertised for many years to farmers and other buyers of roofing for large buildings throughout Canada. Metal Roofing is in big demand. The call to-day is for roofing that is lightning-proof, fire-proof and enduring in all weathers. Pedlar's Steel Shingles have all three qualities in superior degree. Feature them in your store and get the cream of the trade.

The PEDLAR PEOPLE, Limited

(ESTABLISHED 1861)

Executive Offices: **Oshawa, Ont.**

Factories: **Oshawa, Ont. and Montreal, Que.**

Branches: **Montreal, Quebec, Ottawa, Toronto, Hamilton, Winnipeg, Calgary, Vancouver.**

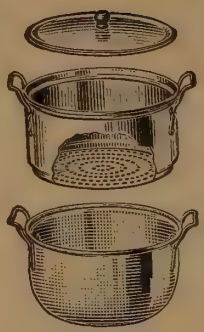


Oblong Roaster

YOUR OPPORTUNITY

TO GET ACQUAINTED WITH THE BEST LINE OF ALUMINUMWARE ON THE MARKET JUST THINK OF

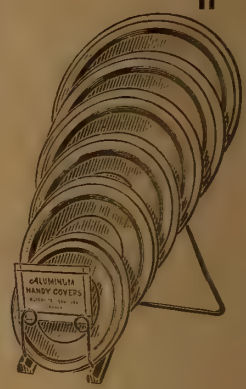
"VIKO"



Steamer



Egg Poacher



IT WILL BE A POPULAR SELLER DURING THE FALL MONTHS

PLACE A TRIAL ORDER NOW

ALUMINUM SPECIALTY CO. OF CANADA

60 JOHN ST. TORONTO, ONT.

QUEBEC AGENTS: BISSONETTE & BISSONETTE, 363 ONTARIO ST. W., MONTREAL, CAN.

Announcement

EXTRAORDINARY

An Electric Heater to Retail $7.50



Specification

Solid copper reflector 11" diameter, beautifully burnished cast iron base weight 2½lbs., dia. 7", fluted design. Base and back of reflector finished in indestructible black enamel—adjustable reflector. Filament equal to any on the market. 600 watts, 110 volts A C or D C. Equipped with 7 feet standard underwriters approved cord and two piece separable attachment plug.

We will soon be sold up—Act now

The A. C. Gilbert-Menzies Co., Limited

439 King St. W.
TORONTO

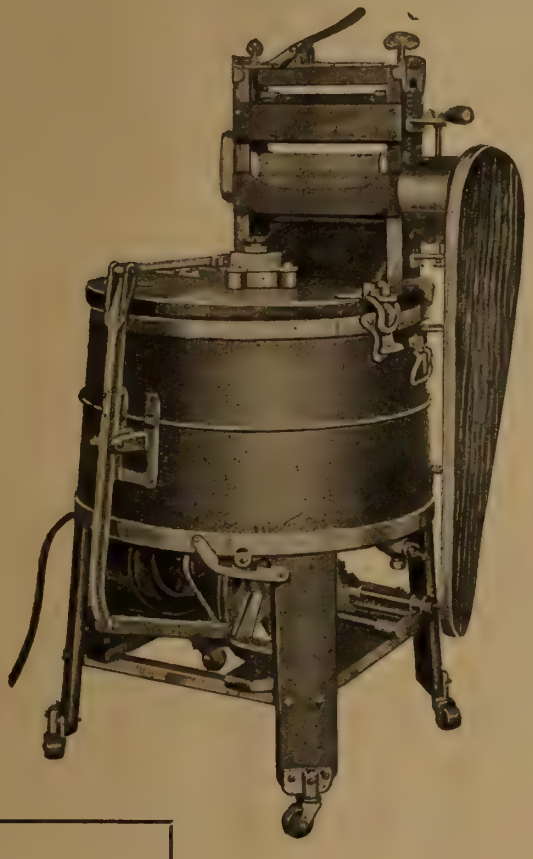
Connor Washing Machines

SELL *with less effort*

It sells easier because of its Lower Price, appeal, its sturdy business-like appearance, its intrinsic value is recognized at once.

The ECONOMY Electric Washer is well named. While washing clothes very efficiently, it uses a minimum of electricity. Its cost of upkeep is very small.

This machine is a good seller. Its a good machine at a low price.



10 REASONS WHY THEY ARE POPULAR

1—The price to you $108.00 less 30% (F.O.B. Ottawa)

2—Durable oversize heat conserving cypress Tub.

3—Fewest parts, all strong, convenient and carefully proportioned.

4—Large powerful 1/6 H.P. Motor.

5—Well guarded machine cut gears no noise.

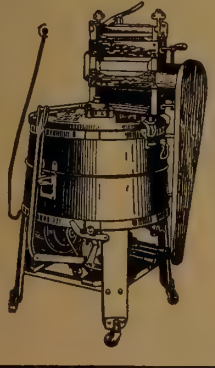
6—Washer control, stop and start.

7—Wringer control, stop, start and reverse

8—Wringer safety release, best rubber rolls 11" Ball Bearing.

9—Washes and wrings at same time, metal tray supplied.

10—Full equipment, castors, oil can, fuse plugs, brass threaded drain cock.



We supply electros for you to use in your newspaper advertising.

We make other types of washing machines, including water power, hand operated, etc, as well as clothes wringers, woodenware, etc. Some of our water motor washers have been in use for over 12 years and show no signs of wear.

J. H. CONNOR & SON, Limited, Ottawa, Can.

Manufacturers of:—Electric, Belt Driven, Water Power and Hand operated Washing Machines, Clothes Wringers, Woodenware, etc.

310 Chambers St. Winnipeg, Man. McPherson Tetzel Co., Vancouver, B. C

To Holders of Five Year $5\frac{1}{2}$ per cent. Canada's Victory Bonds

Issued in 1917 and Maturing 1st December, 1922

CONVERSION PROPOSALS

THE MINISTER OF FINANCE offers to holders of these bonds who desire to continue their investment in Dominion of Canada securities the privilege of exchanging the maturing bonds for new bonds bearing 5½ per cent interest, payable half yearly, of either of the following classes:

(a) Five year bonds dated 1st November, 1922, to mature 1st November, 1927.

(b) Ten year bonds, dated 1st November, 1922, to mature 1st November, 1932.

While the maturing bonds will carry interest to 1st December, 1922, the new bonds will commence to earn interest from 1st November, 1922, GIVING A BONUS OF A FULL MONTH'S INTEREST TO THOSE AVAILING THEMSELVES OF THE CONVERSION PRIVILEGE.

This offer is made to holders of the maturing bonds and is not open to other investors. The bonds to be issued under this proposal will be substantially of the same character as those which are maturing, except that the exemption from taxation does not apply to the new issue.

Holders of the maturing bonds who wish to avail themselves of this conversion privilege should take their bonds AS EARLY AS POSSIBLE, BUT NOT LATER THAN SEPTEMBER 30th, to a Branch of any Chartered Bank in Canada and receive in exchange an official receipt for the bonds surrendered, containing an undertaking to deliver the corresponding bonds of the new issue.

Holders of maturing fully registered bonds, interest payable by cheque from Ottawa, will receive their December 1 interest cheque as usual. Holders of coupon bonds will detach and retain the last unmatured coupon before surrendering the bond itself for conversion purposes.

The surrendered bonds will be forwarded by banks to the Minister of Finance at Ottawa, where they will be exchanged for bonds of the new issue, in fully registered, or coupon registered or coupon bearer form carrying interest payable 1st May and 1st November of each year of the duration of the loan, the first interest payment accruing and payable 1st of May, 1923. Bonds of the new issue will be sent to the banks for delivery immediately after the receipt of the surrendered bonds.

The bonds of the maturing issue which are not converted under this proposal will be paid off in cash on the 1st December, 1922.

W. S. FIELDING,
Minister of Finance.

Dated at Ottawa, 8th August, 1922.

You'll Not Fear Competition With This Splendid Furnace Line

HECLA Pipe or Pipeless
SUCCESS Pipe or Pipeless
HILBORN Wood Furnace



A style and size for every selling need

EVERY dealer knows that the product with the important, exclusive selling points is the one that's most easily sold.

That's why hundreds of progressive dealers throughout Canada sell Clare Bros. Furnaces. There's a style and size to meet every prospect's needs—there are exclusive features which the prospect can readily see make for additional comfort as well as effecting a considerable saving in fuel.

Every Clare Bros. product, too, is built in a ***quality*** manner. You can be sure when you sell a Clare Bros. Furnace that it will stand up to every claim we make.

The Hecla

The Hecla Furnace, both in Pipe and Pipeless styles, has four big talking points—Steel Ribbed Firepot, Fused Joints, Circular Water Pan and Individual Grate Bars.

The Steel Ribbed Firepot, an exclusive Clare Bros. feature, gives three times the heat radiating surface—positively saves one ton in seven.

The Fused Joints, another exclusive Clare Bros. feature, absolutely eliminate all leaks of gas or dust.

The Circular Water Pan saves coal—ensures the proper degree of healthful moisture in every room.

The Individual Grate Bars make it easier to shake down.

The Success

With the Success, you are able to meet the competition of the low-priced furnace. With our large plant and big production we are able to build furnaces at low cost and still maintain *quality* in the product.

Like the Hecla, the Success has the Patent Fused Joints. You can guarantee no gas, no dust, no smoke. The Success is a standard furnace construction that will give good service.

The Hilborn

For the prospect who desires a wood-burning furnace the Hilborn offers strong recommendations. It will last a lifetime. It is the furnace that built our reputation for making good heating appliances. Made in two styles and five sizes. Simply and effectively constructed. Where wood is still to be had no furnace will give more comfort or more economical heating than the Hilborn.

The Big Furnace Season is Here

You can meet every demand for furnaces in your community with this splendid line. You can *increase* your furnace business—build up one—with it. Write us today for further information and details of our dealer proposition. Don't delay—every day now sees furnace sales made.

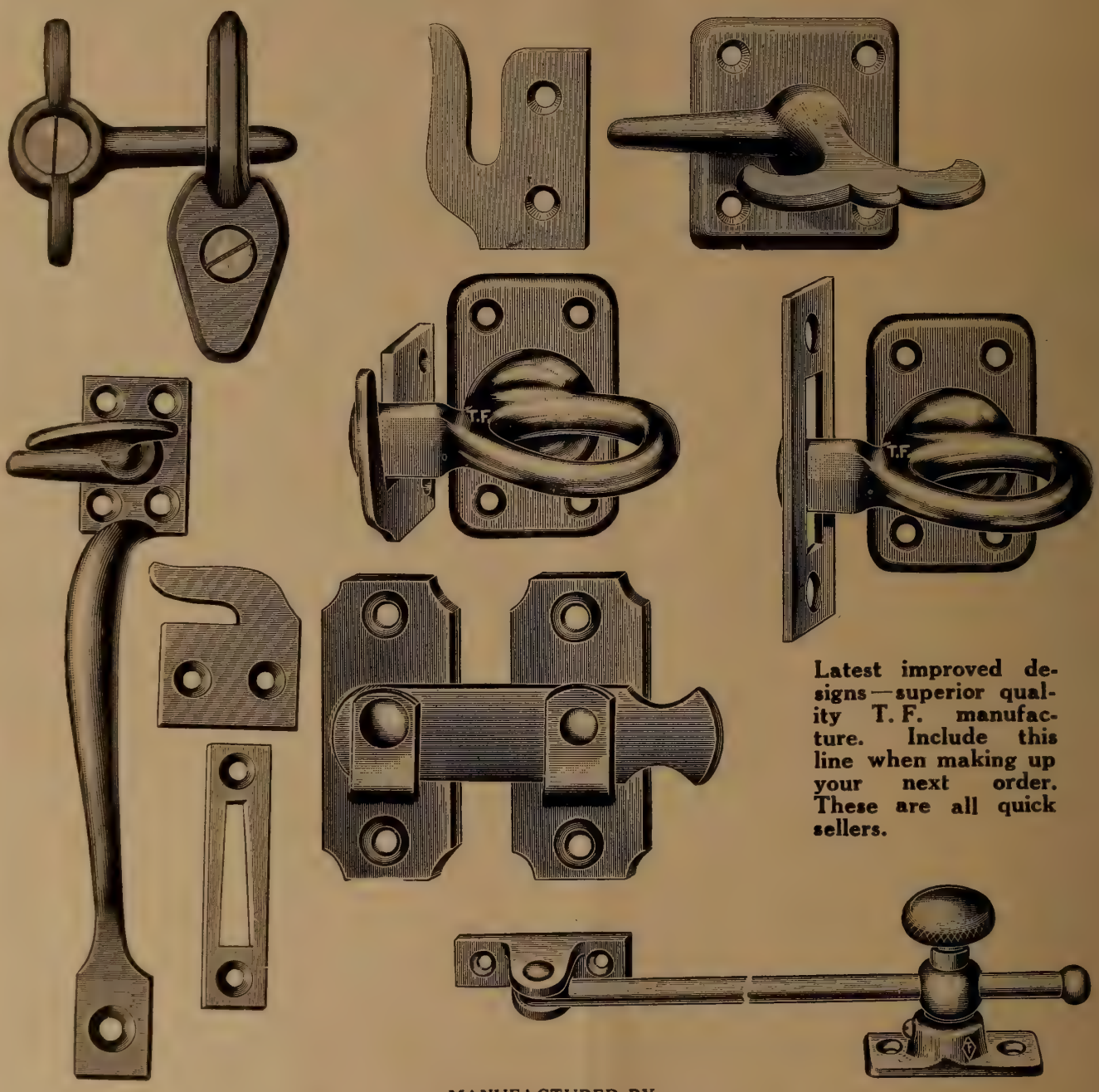
CLARE BROS. & CO. Limited

Preston - Ontario

Winnipeg Saskatoon Calgary Edmonton Vancouver

Insist on "T.F." Quality and Variety in

CASEMENT WINDOW FASTENERS ADJUSTERS AND SHUTTER BARS



Latest improved designs—superior quality T. F. manufacture. Include this line when making up your next order. These are all quick sellers.

MANUFACTURED BY

TAYLOR-FORBES COMPANY, LIMITED

Head Office and Works

GUELPH, ONTARIO

TORONTO MONTREAL VANCOUVER

QUEBEC, ST. JOHN, HALIFAX, WINNIPEG, REGINA, CALGARY

Member Canadian Business Publishers Associat on

Including CANADIAN HARDWARE STOVE AND PAINT JOURNAL Established 1909

HARDWARE AND ACCESSORIES

PAINTS·ELECTRIC·HOUSEWARE·HEATING·LIGHTING·

Including CANADIAN TIRE AND ACCESSORY JOURNAL Established 1906

Published Monthly by Weston Wrigley, 123 Bay St. Toronto.

Subscription Rates $1.00 per year in Canada, $2.00 to Great Britain Her Dominions, and the United States.

VOLUME 14 TORONTO SEPTEMBER 1922 NUMBER 9

TO FIGHT JOBBER COMPETITION

NOW that the Ontario Retail Hardware Association has drawn its sword against the evils of jobber competition, the campaign should be broad gauge and not directed against any one wholesale house.

And retailers, if they are in earnest, must be prepared to lay specific complaints in letter form, backed by necessary details and documents. Names should be omitted from letters published as a rule, but the Retail Hardware Association officers should be supplied with names, dates and all details possible.

An active campaign is being waged against United States jobbers who sell at retail by the National Retail Hardware Association, and the National Hardware Bulletin, in discussing the matter in their August issue, says:

"Few, if any, hardware jobbers confine their sales exclusively to hardware dealers. The jobber has broadened his lines, just as has the retailer, and has sought every natural means of securing greater volume. Today he sells the drug store, garage, grocery, blacksmith, and many other classes of business. There is nothing in this practice, of itself, that is wrong. Every seller has an inherent right to select his own customers, to carry such lines as he deems advisable and to sell to whom he sees fit. So long as the jobber recognizes the border line between wholesaling and retailing no objection can be offered to his practices.

"But because some jobbers have overstepped the bounds they have created an unfair competition for their regular customers. This condition results from the jobber selling to a non-hardware customer merchandise that the buyer wants for personal use, or which he intends to sell to some friend at practically the invoice price.

"The National Retail Hardware Association is definitely committed against the harmful results of this practice. It insists that it is beyond the jobber's function to sell the druggist a lawn mower for his own use; builder's hardware to the employee of a racket store; a washing machine to a garage; a vacuum sweeper to a factory buyer who intends to resell it at invoice price to an employee of the plant.

"The Association recognizes that the jobber faces a perplexing problem in handling such situations. It is hard to deny the buyer, whose account is desirable, the privilege of purchasing some article outside the regular line. But some jobbers are successfully doing so and if they can, others should do likewise."

If any hardware dealer feels that he has cause for complaint against a jobber and feels that he cannot secure relief by going directly to the jobber he should submit the case to the Secretary of the Ontario Retail Hardware Association, or express his views in a letter to Hardware and Accessories.

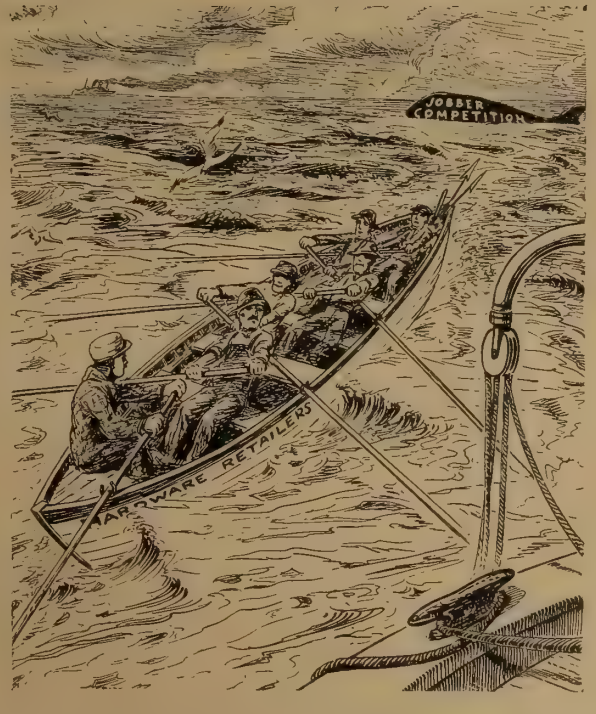
Letters from jobbers on the subject will also be welcome, especially if the jobber will tell what he is doing in his own business to eliminate cause for complaint on this score.

PROSPERITY KNOCKING AT THE DOOR

IT will agreeably surprise most Canadians to be told that the wheat crop of 1922 will exceed even the record production of 1915. The total yield this year will be about 371,000,000 bushels, compared with 360,187,000 bushels in 1915. The total grain yield is thus classified:

	Bushels.
Wheat	371,901,000
Oats	413,539,000
Barley	61,080,800
Rye	54,311,000
Flaxseed	3,088,000

The aggregate is 903,919,800 bushels, as against



A whale of a job but it can be done.
—National Hardware Bulletin.

631,984,500 in 1921. The money paid for this crop, estimated at nearly $600,000,000 at present prices, will come mainly from abroad, and will flow into all the channels of commerce and industry in this country. Even the money that goes to satisfy obligations incurred in less prosperous times will have an elastic and buoyant effect on business and credit by greatly lightening the deadweight of indebtedness. The Western crop will be not only a stabilizing factor, but will give a push to trade in all lines. The good news comes on the heels of one of the finest harvests Eastern Canada has ever known. From the Atlantic to the Pacific the basic industry of Canada has had a magnificent year. With such a start the country can look forward with new confidence.

TOO MANY HARDWARE STORES?

TWO hundred hardware stores in a city of half a million population. Is that too many?

Yet new hardware stores are being established nearly every week in Toronto, some investing as low as $300 and seeking credit for the bulk of their fixtures and stock.

Districts already overcrowded and where stores have changed hands several times are being invaded by optimistic men seeking an opportunity to test their abilities against others already in the field and gambling that building activities and returning prosperity will enable them to win out.

Here's hoping that the optimists are right.

But before making a dive it is best to learn the temperature of the water. If its too cold it may be bad for the heart-action—and bank account.

One Toronto jobber told the editor a few days ago that he had three cheques for amounts less than $50 returned marked "N.S.F." within one week this month from Toronto hardwaremen, while another old time dealer doing a big business owed him for over a year's purchases.

If you decide to try to climb the business hill to the summit of success don't overload yourself with a big load of debts for future payment while making the upward climb.

MAIL ORDER HOUSES WIN

STEP by step the big city mail order millionaires move forward at the expense of the smaller and less influential rural merchants.

The latest milestone in their progress is the inauguration of a C.O.D. system in connection with the Canadian Parcels Post system. Years ago a move to establish this by a bill presented to Parliament at Ottawa was frustrated by the receipt of thousands of telegrams and letters by M.P.'s and Senators from merchants in rural constituencies.

Every dollar diverted from a country store to a big city mail order corporation does two things. It takes from the ability of the country merchant to contribute his share to the upbuilding of his rural community, its schools, churches, entertainments, roadways, weekly paper, etc. And it adds to the ability of the big corporations to pay millions in dividends to be spent in lavish or fast living, political propaganda, etc., by those already rolling in wealth.

The Ontario Retail Hardware Association has asked that the Order-in-Council be suspended and the inauguration of the C.O.D. system delayed for six months for investigation. If the pussyfoot regulation is bull-moosed through Miss Agnes McPhail, and others who recognize the deterioration of farm life, should have something to say about it at the next session of Parliament.

OUR SALES POLICY

It is our policy to sell at wholesale only. The question as to who is entitled to be considered as a retailer is determined by the class of goods he carries on hand for resale.

A general hardware stock is entitled to buy anything in our complete line, except agency goods in a town where an active agency exists in any agency line.

Special lines, such as tin shops, grocers, druggists, jewelers, garages, sporting goods, etc., are entitled to buy at wholesale prices any class or line of goods that they have their money invested in or use in the conduct of their business.

Factories are entitled to buy at wholesale prices such goods as they use for manufacturing their product or such tools as they use in the process.

Examples: Jeweler or druggist buying clocks and watches, chafing dishes, vacuum bottles, etc., which are regular stock items with him, would not be entitled to buy at wholesale prices for his own personal use or for use of his friends such items as washing machines, lawn mowers, field fence, refrigerators, etc.

It is our policy that the merchant in the town who has invested in this class of goods is entitled to the business.

A manufacturer, as for example, a packing house, would not be entitled to buy at wholesale prices for personal use of its hundreds of employees such items as a cook or heating stove or a spade, hoe or rake—such sales are retail business, and we have no retail department, or retail prices, if we are put in the position of retailing at wholesale prices, if we allow such sales to be made, a position which not only is unfair to the established retail trade, but detrimental to the interests of all, and at the same time causes a direct loss to our own house.

This policy applies both to the city and country trade. The special attention of city salesmen and employes is called to this policy because if carried to an extreme by the interchange of purchases at wholesale prices between jobbers and manufacturers of various lines the time would soon come when the thousands of employes of such establishments would be getting their supplies at less than retailers' cost and the successful continuation in business of retail merchants would be greatly handicapped.

Believing that all fair-minded dealers and manufacturers will see this policy in the same light that we do, and commend our position, we instruct each employe to conduct himself in such a way as will make every sale of our company conform to this policy.

TOWNLEY METAL AND HARDWARE CO.

Reproduced here is a statement of the Sales Policy of Townley Metal & Hardware Company, Kansas City, which is printed in all general and special catalogs issued by this firm.

Overwork

Written For Hardware and Accessories By Dr. Frank Crane

OVERWORK never hurt anybody.

That is about as true as most generalities.

Somebody said that "all generalities are misleading, including this one." But the declaration that nobody was ever hurt by overwork will be found to be rather watertight, if you carefully examine it.

In most cases of break down from overwork we find the cause to be something else, such as excess, abuse or indiscretion of one sort or another.

A young boy who was always at the head of his classes in school and a great student, suddenly went to pieces. He had to be taken to a Sanitorium and he did not fully recover for some years. Everybody said that it was too bad and that undoubtedly it was the result of overstudy. Many a mother was encouraged to still further coddle and pamper her own already spoilt darling because of this example.

As a matter of fact what ailed the young buck was that he drank two cups of strong black coffee every morning for his breakfast and smoked incessantly. Nobody knew this but the doctor and the boy's sister, neither of whom were competent witnesses in the court of public opinion.

The boy took his permanent place as a martyr when in reality he was simply a fool.

Most of the elaborate and expensive resting that is done by people with money is really camouflaged self indulgence. They want to go off to Newport or to Palm Beach and play high jinks, so they all tell each other it is because they are so "run down." They smile as they say this. They do not believe what they say, and neither does anyone else except the gumps who believe what they read in the society columns of the newspapers.

As a matter of fact work is about the healthiest thing in the world for a he man. And a good dose of it would cure the complaints of most she women.

About the only thing that is better than work is more work.

Of course, work has to be done intelligently. You cannot neglect and abuse the human machine and expect it to produce, just as you cannot afford to leave your harvester out in the rain or neglect the care of your automobile.

Your body should be stoked up with the proper kind of fuel and not gummed up with too much meat nor overheated with alcohol nor poisoned with drugs.

And your body needs intelligent exercise and plenty of good fresh air and sound sleep.

You have to look after your mental machine also. You can no more get good results out of your mind without proper discipline than you can get good results from a stationary engine in the hands of one who knows nothing about machinery.

And you have to take care of your soul enough to keep it from worry and pessimism and cowardice and superstition and all the rest of the dirt and grime that gets into souls that never take a bath.

All this goes without saying. As a matter of course you have got to keep the human machine up to the mark by intelligent care.

But if you do, if the body is sound and strong, if the mind is trained and clear, and if the soul is clean and sweet, no overwork in the world can kill you.

And that for the simple reason that human capacity is like an open bucket; when it gets full it runs over. A human being is not like a balloon which you can go on filling up until it bursts.

Consequently go ahead and work all you please. If you keep healthy and cheerful and do not worry you'll have a lot better chance to live a hundred years than the fellow who is devoting his life to new and ingenious forms of resting.

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RETAILERS TO FIGHT JOBBER COMPETITION

Executive of Ontario Retail Hardware Association Meet—Membership Increasing—Arrangements Made for 1923 Convention—Complaints re Jobbers Selling to Consumers to be investigated.

INCORPORATION of the Ontario Retail Hardware Association was completed at a meeting of the Executive Committee held at Toronto on Labor Day. As intructed by the convention at Hamilton last February, the Executive obtained a Charter of Incorporation from the Ontario Government, and the final details of the legal formalities were completed by the Executive, and the Association is now a legally incorporated body with wide powers of activity. The Association is a non-share company, not organized for profit, and the word "Limited" will not be used.

Secretary MacPherson reported a membership of 663, with 511 of the Association price books in use. During the past six months the secretary had visited various parts of the province and obtained many new members. Twenty more had been enrolled in Toronto. In London every retail hardware dealer had joined. In Windsor and district 25 new members had been obtained and 42 price books placed. In Cobourg, Oshawa, Lindsay and up to Collingwood about 50 had been enrolled and practically all are now using the price book. At an early date Sarnia and western Ontario would be visited. The financial statement showed a balance of nearly $2,000 in the treasury.

EXHIBITION IN TORONTO ARMOURIES

A committee of President May, Secretary MacPherson and Treasurer Caslor were appointed to arrange for the exhibition to be held during the 1923 convention at Toronto.

The Armouries on University Avenue have been secured for the exhibition, and a floor plan will be issued shortly showing about 200 booths. Price of space will be from $40 to $50, similar to the charges of last convention. The convention headquarters will be at the King Edward Hotel.

LONDON RETAILERS CRITICISE JOBBERS

A delegation of retail hardwaremen from London, consisting of T. H. Purdom, of the Purdom Hardware Co., H. Crummer, Cowan Hardware Co., and Wm. O'Dell, O'Dell Hardware Co., attended the Executive meeting and asked the support of the provincial body in a controversy they are having with the Hobbs Hardware Co., wholesalers, regarding selling to consumers at jobbers' prices.

Mr. Purdom acted as spokesman and stated that efforts had been made by the local dealers to induce the local jobber to confine his business to the wholesale end but without success. The jobber does not conduct a retail store, but it was claimed that anyone could go to their wholesale counter and buy at wholesale prices. The local retailers are not protected at all and the volume of this business is apparently so great that the jobber prefers it to cultivating business from the local retailers.

Mr. Purdom and Mr. Crummer stated that the evil was of long standing and the local dealers had tried to arrange a basis whereby they would give the jobber a larger share of their trade if he would cut out selling to consumers. Having failed in this they had written to retailers in Western Ontario towns and with the co-operation of the Ontario Retail Hardware Association, desired the support of the outside dealers in ending the evil complained of.

Sales slips were produced indicating that Oneida Community silverware and other goods were sold to consumers at jobbers' prices, documentary evidence having been requested by the manufacturers.

W. H. Bartlett, St. Mary's Hardware Co., St. Mary's, a member of the Executive Committee, told of farmers in his district buying glass and building materials from the jobber in London and said the effect of this competition was very detrimental to retailers in nearby towns who had the expenses of their retail establishments to maintain.

Secretary MacPherson read letters from retailers in various towns in Western Ontario, including St.Mary's, Chatham, Forest, Sarnia, Thedford, Rodney, Blenheim, Ailsa Craig, Petrolea, Ridgetown, Norwich, Woodstock, Tillsonburg, Port Dover, Mt. Brydges, Dutton and Parkhill.

COMPLAINTS RE OTHER JOBBERS

Several of the letters complained of the effects of the competition of jobbers, not only from the jobber com-

THE WHOLESALER'S FUNCTION

The function of the wholesaler is to warehouse merchandise in large quantities so that it will be available for retailers in the smaller quantities which they require. Direct selling by wholesalers to consumers adds to the general expense of the wholesaler, creating losses which can only be absorbed by charging retailers higher prices than would be necessary if wholesaler-to-consumer merchandising were eliminated. These higher prices must be passed by the retailer to the consumer, placing upon him an unfair charge.

We particularly disapprove the practice of many wholesalers of selling articles classed as strictly hardware items in small quantities to merchants not legitimate hardware dealers when it is plainly evident that these articles are bought for personal use and not for re-sale.

The wholesaler who perverts his true function in this manner deserves and should receive the unqualified condemnation of the retailer who is conscientious in desiring to distribute merchandise to his trade at the lowest possible price.

—Resolution adopted by the National Retail Hardware Association Congress at Chicago, July, 1922.

plained of, but also from other jobbers in London and Toronto. Almost unanimously they expressed their desire to co-operate in eliminating the evil.

In the discussion following the reading of the letters, statements were made by retailers present that the London dealers were not alone in suffering from jobbers' competition. One Executive member told of a Toronto wholesaler doing a big retail business over his wholesale counter, particularly at holiday times, and another told of similar complaints received from hardware dealers at Kingston.

Treasurer Casher advocated taking complaints of this kind up with manufacturers, pointing out that manufacturers whose products had a re-sale price would be glad to co-operate with retailers in eliminating price cutting and having the trade go through recognized trade channels. The Oneida Community, Limited, it was pointed out, could be relied upon to deal fairly with the retail trade.

Secretary MacPherson was instructed to write the Hobbs Hardware Co., the Canadian Wholesale Hardware Association, and to the manufacturers concerned, in an effort to reach a satisfactory settlement of the London dealers' complaint and eliminate jobbers' competition with retailers in other cities.

OPPOSE C.O.D. PARCEL POST

The Ontario Executive next discussed the recently announced regulations putting into effect a Postal Parcels Post C.O.D. system, the effect of which, it was felt, would be to increase the business of the large city mail order houses at the expense of the rural merchants in the farming communities. The establishment of the C.O.D. Parcels Post was dealt with in the following resolution:

"Whereas through the introduction of a C.O.D. Service, to become effective October 1, which in reality appoints postmasters, letter carriers and rural route mail deliverers collecting agents for large city departmental stores and mail order houses, and whereas it is our belief that this extension will work to the detriment of the retail stores who contribute largely to the taxes of the communities in which they are located and that it will be materially to the advantage of said mail order houses and department stores who contribute nothing to the municipal taxes except where they are located. And whereas we believe that the present Parcel Post is not a revenue producing service, it should not be burdened with additional expense. And further that competition with the National Railway Express Service which it is now claimed is not being operated at a profit, is not in the best interests of the country's finances.

"BE IT RESOLVED That the policy of having Postmasters or Mail Carriers act as agents for the collection of accounts for the big city stores, be deferred for at least six months to afford various Boards of Trade and other local organizations an opportunity of expressing their views."

It was also decided that the Association should place its view on record regarding the stamp tax on drafts, the resolution reading as follows:

RESOLVED. That this association oppose any action on the part of manufacturer or wholesaler to charge stamps on drafts to the drawee.

LETTER TO HARDWARE JOBBERS

The following resolution was passed at the last Convention of the Ontario Retail Hardware Association, and duly published in Trade Press:—

"That as a matter of principle, the function of the Jobbers should be to sell to the recognized Retailers who carry stock of goods offered for sale, except special cases, such as factories, etc., when a slight preferential in prices should be allowed the dealer."

At a meeting of the Executive held in Toronto September 4th, several complaints were received regarding certain wholesale houses who were selling direct to the Consumer at practically wholesale prices, vitally affecting the trade of the retail stores in localities in which these wholesale houses were situated and that this practice was growing to the great detriment of the retail dealers.

The Executive desire to express their disapproval of this unfair competition, and while recognizing the fact that the wholesaler has a true status n the distribution of merchandise, believe that to function properly with the full co-operation of the retailer this practice will of necessity have to be discontinued.

W. F. MacPherson, *Secretary.*

THE RETAILER'S FUNCTION

Recognizing that the true function of the retailer is to act as a purchasing agent for his community, we appreciate the fact that he must not only intelligently select the lines and quantities of merchandise for which there will be need in his community, but that he should never neglect an opportunity to obtain, by special order, goods not carried in stock, for which there is a call, and that, where it is possible for purchasers to group specifications for certain lines and to eliminate some of the usual expenses connected with the ordinary distribution of such products, the retailer should reduce his margin on such merchandise in proportion to the cost of service thus eliminated.

We recognize that the retailer is an employee of the public which has a right to demand that he render efficient and economical service.

We appreciate the fact that the public does and must pay for the investment of time, talent, energy and capital that the retailer makes in order to act as a purchasing agent for his community.

We realize that it is the retailer's duty to keep this cost to the public as low as possible and urge hardware retailers to strive to accomplish this by correct administrative, buying and selling policies.

Especially do we emphasize the possibility of reducing the cost of service to the public through the reduction of investment, obtained by more frequent stock turns, and recommend the following policies conducive to this end:

1. Frequent purchase of small quantities, instead of larger, infrequent orders.
2. Refusal to buy excessive quantities for the sake of quantity discounts.
3. More conservative buying of slow moving lines.
4. Elimination of duplication of lines carried.

And we record the consensus of opinion of this Congress that in so far as the retailer fails to measure up to these standards he becomes merely an outlet for the manufacturer and as such merits the criticism of the public.

—Resolution adopted by the National Retail Hardware Congress at Chicago, July, 1922.

HOW RETAILERS AND JOBBERS FUNCTION

Hugh McKnight, of Samuel McKnight Hardware Co. Pittsburgh, outlines before National Retail Hardware Congress, the Place of Hardware Dealer in the Scheme of Business affairs.

SHALL we accept the principle that the true function of the retail hardware merchant is to act as the purchasing agent of his community, by:

(1) *Purchasing and warehousing merchandise in right varieties and quantities, to be available to customers as and when wanted?*

Every dealer knows the requirements of his trade and the surrounding territory and must regulate his stock to comply with local demands and conditions.

Those in rural communities must lean toward agricultural requirements, but study, also, the needs of the town customer as well as those of the farmer, the cattle man and the gardener.

In large towns and cities the dealer may have little agricultural trade so his merchandise would run to other lines.

Whatever his location, the dealer must use his own judgment in determining the varieties of material to be put in his stock. Nothing makes me lose patience quicker than for a salesman to insist that his goods should be bought when my experience with our trade tells me the line would be good to keep but not to sell.

It is easy to advise that one should not overbuy and harder to keep within the bounds of proper buying. To the salesman who has a snap or a cinch, providing you will purchase double or more of your usual quantity of an item, turn a deaf ear and forever after watch his house.

(2) *Serving customers at no greater cost than similar merchandise and service can be supplied by other distributive channels, by:*

(a) *Goods regularly stocked for inspection and immediate delivery?*

To serve the trade and meet the competition of other channels the retail merchant is largely dependent upon his buying. Always have two or more sources of supply, thereby having a comparison of prices. I believe this is advantageous, for if you have trouble with a manufacturer or jobber the second source comes in handy.

Endeavor wherever possible to have your goods sampled in a handy manner and mark each with prices.

We try to tell our people in store meetings that we do not sell hardware, but service. Give a customer service and he will remember you.

Deliver your goods as expeditiously as possible. Immediate delivery means service—the thing everybody wants to-day.

(b) *Specially ordering goods not regularly stocked?*

All dealers are called upon from time to time to order goods not regularly stocked. To do this requires information on the items to be ordered. In the recent past we have had so many salesmen calling on us, that it takes an enormous amount of time to see them all, but we should give every one of them an audience. They are the buyers' best friends; ask them a few questions and get information on lines you do not handle. You never can tell when you may have an inquiry for something not in stock and if you can quote a price to the customer and tell him how long it will take to get the item he will feel that you know your business.

(c) *Assisting groups of customers to buy merchandise which can be most economically handled in this way, reducing prices in such instances in proportion to the reduced service?*

At certain seasons there are items that many people in a community require. These include feed, fertilizers, fencing, roofing, barn paint, insecticides, etc. The dealer should have it known that he will accept orders for certain commodities to be shipped in large quantities; that prices have been based on the bulking of orders for shipment in carload. Have it understood that upon arrival each purchaser is to have a limited time in which to call for his portion which, to save expense, is to be loaded directly from the car, thus saving warehousing.

(3) *Recognizing at all times the public's right to demand efficient and economical service and striving to keep his operating expenses at a minimum?*

Every merchant must watch his operating expenses very closely. Some of the factors that have been particularly difficult to control are salaries, wrapping materials, telephone, delivery and lights.

The merchant who does not watch every expense item will run into an overhead that will necessitate adding such a margin that his prices will soon drive away the trade. He will find his trade dwindling to the few who cannot go elsewhere. Customers will quickly learn to anticipate their requirements and obtain their needs by mail or from other distant sources. A dissatisfied customer usually tells his friends and neighbors of the treatment received; such news travels rapidly and the farther it travels the more exaggerated it becomes, to the detriment of the dealer.

"The solution of the problem of making sales to non retailers is to make such sales through the local hardware and accessory dealer, who as a rule, is willing to give the customer the benefit of a special price provided he has any grounds at all for special consideration."—Townley Metal & Hardware Co., hardware dealers, Kansas City.

FOR
TOWN

Shipped by Townley, Kansas City, Mo.
On order number.....placed by a hardware dealer whose account is No. .....
.....

In case any shortage or error or any reason for writing us about this shipment, give these numbers.

This is a special shipping tag used by Townley Metal & Hardware Company, Kansas City, in handling special orders received from their retail customers, to be shipped direct to consumers.

Is Mutual Fire Insurance Sound?

Can it equal the record of the Canadian Company which received $1,709,362 in premiums, paid claims of $584,915, expenses of $675,888, and Dividends of $855,000.

Stock fire insurance companies are today claiming there is no money in the business of fire insurance. Extensive tables are prepared which to the laymen appear conclusive evidence that every dollar of his premium is eaten up in either expenses or losses and that there is nothing left for the stockholders. They cite these instances in support of their claim that MUTUALS cannot hope to return any dividends to policy holders. But the key in the whole tabulation lays in the fact that the ratios are computed on premiums EARNED and not on premiums WRITTEN. If a $1,000 premium is written on January 1st it is clear to be seen that on July 1st $500 has been earned, but is it proper to state that if the company's expenses and losses in the acquisition this $1,000 premium amount to $500 that there is nothing left? Yet that is exactly what certain insurance journals published by stock fire interests would have you believe. In a recent issue of the publication "Insurance" a tabulation appeared setting forth the expenses and losses of the Canadian Hardware and Implement Underwriters and the Northwestern Mutual Fire Association on the basis of premiums earned. Naturally when the acquisition cost and losses incurred are put on a percentage basis to only one half the actual premiums written the percentages so obtained will be double the actual experience. To obtain the true experience the losses and expenses should be figured proportionate to premiums written and not premiums earned.

Another point often brought out is that of congested liability. Again the whole truth is not advanced. No mutual company in operation today on the Cash Plan (such as the Canadian Hardware and Implement Underwriters and the Northwestern Mutual Fire Association) keep net over certain amounts. The amount kept net depends on the fire protection, the construction of the risk, the exposures and the like. All over this net amount is reinsured with other strong mutual companies. By this operation the mutuals liability on any one risk is kept to a minimum and the liability is hence scattered. A conflagration under present systems of reinsurance *could not* seriously injure any one of the companies named above.

The funds held by the above mutuals, whether in the United States or in Canada, are available for the payment of losses wherever they occur. This has been decided by the Supreme Court of the State of Minnesota in the case of Strampe vs. Minnesota Farmers Mutual Insurance Company, 109 Minn. Rep. page 364, decided December 1909.

The question is often raised by stock interests of the possible assessment liability of members of mutual companies. There can be no assessment beyond the policy conditions for this point has been decided by the Supreme Court of the State of Oregon, Beaver State Insurance Association vs. Smith. 97 Oregon, 579 (1929). In connection with the question of assessment liability it must be kept in mind that the above companies are CASH PLAN MUTUALS. In the latter case the receiver attempted to collect an assessment from defendants on a fire policy on which the premium had been paid in cash in advance. The Supreme Court of Oregon held that (p. 585) "the liability to pay an assessment is a matter of contract.....Only members who have assumed a contract obligation to pay assessments are liable therefore. A member in order to become liable for assessments must contract to pay the same or assent to some plan or provision for levying assessments required by the by-laws or constitution of the mutual association or by the statute authorizing the organizing of the company, 3 Joyce on Ins. 2nd Ed., par 1251, 1253. Members insured exclusively on the cash premium plan and who have paid their premium in cash as defendant has done are not liable to an assessment for the purpose of paying losses and expenses."

Stock company representatives also claim there are no old mutual companies. It may be of interest to the reader to know that the oldest fire insurance company in America is a mutual—The Philadelphia Contributionship organized in 1752. It is still operating and has accumulated a net cash surplus of over $6,000,000. And yet there is no money in the insurance business!

Naturally the two mutual organizations mentioned, being of exceptionally good strength, are the target of all the stock fire insurance companies. It occurs to the management of the MUTUALS that they can equal the record of the Canadian Fire Insurance Company of Winnipeg which in the five year period 1916-1920 received premiums of $1,709,362, paid claims of $584,915, paid expenses of $675,888 and paid DIVIDENDS TO STOCKHOLDERS of $855,000. These figures are taken from the Canadian Fire Insurance Year Book of 1921 published by Stone and Cox of Toronto, page 241.

Policy holders, or prospective policy holders, of the Mutual organizations should bear in mind that the above companies now under fire have received the same criticism for the past twenty years. But a final analysis shows all of them with more than sufficient surplus, reinsurance reserves accumulated on the same basis as stock companies, and all of them doing what their competitors say they *cannot* do and that is paying dividends and substantial ones at that.

HARDWARE LINES AT THE TORONTO FAIR

Many Exhibits of Interest to Hardware Merchants at the Canadian National Exhibition.

This year the manufacturers and jobbers of tires and automobile parts and accessories have everything in their favor. Where in other years the general exhibitors were handicapped by improper buildings, poor location and lack of space, this year they have as their own, part of one of the most recent buildings—the Coliseum—plenty of room and an excellent location near the midway and grandstand and at the Eastern street car entrance.

A feature of this exhibition that augers well for the future of Canadian business was the large number of Canadian made automotive products.

W. D. Beath & Son, Toronto, had a complete line of steel barrels. They showed by means of small oil pumps the varied uses to which their barrels may be put and how they serve in the stead of specially manufactured tanks to contain oils, etc.

Dunlop Tire & Rubber Goods Co., Toronto, had a fine exhibit of tires in the Transportation building. A feature of this exhibit was a contest to judge the distance that two tires, which they had revolving rapidly by mechanical means, would travel in 143 hours. The contest attracted considerable attention. In addition they had an exhibit of interest to hardwaremen in the Industrial builidng of hose and various rubber products.

Gutta Percha & Rubber Co., Toronto, made a very attractive exhibit of their product in the Transportation building as well as their other rubber articles.

Goodyear Tire Co., Toronto, attracted considerable attention to their corner of the Transportation building with an exhibit of giant cords, which although they are coming into general use, are the source of much wonder to the average person.

Dominion Rubber Goods Co., Toronto, had the fourth corner of the passenger car building for an interesting tire exhibit. This was in addition to the large exhibits in the Process building showing the manufacturing of their numerous lines.

U. O. Phillips & Son, Kitchener, showed their well known line of visible gasoline measure curb tanks, air compressors and oil tanks. They also had a new product—a pump for oil, similar to the gasoline pump. These were in one and three pump units. Their claim for this is that it shows the motorist the quality of the oil that he is purchasing.

Gilbert & Barker Mfg. Co., Toronto, had an exhibit of Polarine motor oils, gasoline pumps and air compressors. They are agents for Canada for this oil as well as manufacturers of a line of gasoline pumps. A feature of their exhibit that attracted considerable attention was an everflowing stream of oil that never seemed to grow less and yet the lower basin did not fill up. A chart, showing the quality of oil necessary for the various makes of cars was given prominence.

Brown Engineering Corporation, Ltd., Toronto, had an exhibit of the widely known "Gill" piston ring that is of their manufacture. They also showed for the benefit of garagemen and car owners a Landis automobile crankshaft grinder and a cylinder grinding machine. These were the latest machines on the market and were purchased from F. F. Barber Machinery Co., Ltd., Toronto. Browns have done cylinder grinding for ten years and this equipment shows the advance in their business.

"Cam-Fish" Co., Ltd., Toronto, Canadian agents for several British products, had a very interesting booth. Among these were the world famous Garant Transmission brake lining, that is used exclusively by the Ford company in England, and Gripoly belting, which was an exhibit on the crankshaft grinding machine of Brown Engineering. Radio equipment that will be described under radio completed their exhibit.

Prest-O-Lite Co. of Canada, Ltd., Toronto, showed a large display of automobile batteries and electrical equipment on automobiles.

A-C Spark Plug Co. had a very attractive stand. This was made up of a circular display table that revolved, attracting much attention to their spark plugs.

Dominion Battery Co., Ltd., Toronto, had an exhibit of the different styles of equipment. An interesting new battery made by them is a "variable switch" battery with which it is possible to change the voltage without changing the leads. This is particularly favorable for radio use.

Thompson Motor Supplies Ltd., Toronto, featured a line of replacement parts for Ford cars that was the only one on exhibition. They guarantee them for as good service as the genuine part. They are sole Ontario agents for Mack batteries and Wilkie piston rings.

Anglo Oil Co., Ltd., Toronto, showed a big display of various grades of oils in small glass containers, also, cans and tins of Rolsal motor oils.

Wayne-Canadian Tanks & Pump Co., Ltd., Toronto, showed a new line of super-visible gasoline pump, with two glass tanks in place of the one, which they claim greatly speeds up service. A new line of curb pumps for handling oils, was also shown. It is specially designed for sidewalk use and discharges Imperial half pints, pints and quarts at a stroke. Another new product was the horizontal air-cooled two-stage compressors, designed to care for the extreme temperatures generated in compressing air to high pressures. It possesses several new desirable features.

Canadian Oil Co., Ltd., Toronto, attracted many to their exhibit with one of their famous blackboard witticisms and their well laid out display of "National" light oil, "Enarco" motor oil and "White Rose" oil.

S. F. Bowser Co., Ltd., Toronto, showed several sizes and designs of gasoline and oil pumps, a new design being the double visible pump.

Canadian Wire Wheel & Enamelling Co., Toronto, drew a large crowd with moving pictures of the manufacturing processes and points about their product.

Hart Battery Co., Ltd., Toronto, exhibited a varied list of batteries for use with radio, telegraph, farm lighting plants—batteries for every imaginable process. The radio battery is a new departure.

McIntyre-Adams, Ltd., Toronto, had an exclusive exhibit of "Beaver" piston rings, a new Canadian product at a specially low price.

Kemp Metal Auto Wheel Co., Toronto, demonstrated their special automobile wheel, with metal spokes and a special strong hub base that is claimed to give superior service in tire mileage, gas mileage, and less car depreciation.

Hall-Thompson Co., Montreal, had a complete line of motor car necessities including nut looseners, lustre finishes, liquid soap, leather dressings, etc.

Canadian National Carbon Co., Ltd., Toronto, featured "Pyramid" starting and lighting brushes, dry batteries, columbia eveready flash lights and equipment.

Interprovincial Sales Association, Toronto, exhibited penetrating oils, marvel steering wheel silencer to prevent vibration, tappet lock silencers for Chevrolet cars, "Leich" magnetic timer, and complete marvel line of equipment. They demonstrated "Enginair" tire pump, a pump that can be used by Ford owners on their cars.

Auto-Spring Roller Co., Toronto, exhibited an equipment that acts as shock absorbers and allow springs to be easily oiled. They are claimed to take out the stiffness and vibration from Ford springs.

Dandee Patch Mfg. Co., Cleveland and Toronto, demonstrated a tire patch built to stand 250 degrees of heat, that is self vulcanizing, air cooling and easily supplied.

A. Schrader's Son, Inc., Toronto, exhibited their complete line of tire valves, valve stems, air pressure guages, etc.

Hydrostatic Jacks, Ltd., Toronto, showed the simplicity with which their jacks, with a lifting power of 3 tons, were operated. It is simply the adoption of a scientific principle to the problem of lifting and is highly successful.

Federal Engineering Co., Ltd., Toronto, showed a complete line of "Scandinavia" patent selvedged clutch liners, which is a lining of a solid bevel woven cotton fabric. This lining is made in England.

Bar-Rex Co., Toronto, had on exhibition the Rex headlight controller, which has received the hearty endorsation of numerous associations and prominent motorists. It provides for the gradual dimming of the headlights.

Geo. H. Broughton Co., Toronto, exhibited "Smithsteel" running boards, made of aluminum, warn-u-signals for tail light and blowout boots.

Aero Cushion Tire & Rubber Co., Toronto, demonstrated the use of a filler to replace air in tires made from springy, pure, para rubber. Claims a very great mileage. Manufactured in Wingham with branches throughout Canada.

A. G. Sylvester, Toronto, had an exhibit of "Lockinel" tilting and locking steering wheels and a universal forced feed pump for Ford cars, that gives better circulation of water, prevents overheating and permits use of coil oil in winter.

Knight Manufacturing Co., Hamilton, showed a spring controller designed rather to control spring action than to check it. Takes 10 per cent. of rebound out of spring action.

Sapco Spring Co., Toronto, had an attractive exhibit of springs and automobile batteries.

Cleveland Pneumatic Tool Co. of Canada, Ltd., Montreal, showed for the first time in Toronto a "Gruss" strictly air spring, in which the oil and air chambers do not interchange but are distinctly separate during the action of the spring.

Hall Carburetor & Part Co., Toronto, demonstrated a new cylinder grinder that permitted the grinding out of cylinders without removing them from the car. Also a line of timing gears, pistons, rear axle gears and Rayfield carburetors.

Russell Gear & Machine Co., Ltd., Toronto, exhibited Billmont wrenches, M & S spark plugs, Russell phonograph parts and a complete line of cabinet hardware.

Stone-Mitchell Co., Inc., Toronto, had a good display of "Wildfire," an electrolyte for battery charging.

Canadian General Electric Co., Toronto, had a big exhibit of the numerous accessories they carry, among which where —Kargo compound, Lungar rectifiers, Gill rings, auto soap, garage equipment, A-C plugs, Curtis air compressors, etc.

Alemite Products of Canada, Belleville, handled by G. A. Prior Toronto, had a display of alemite spring covers, which give continuous lubrication, "Gas-colator" for filtering gasoline, doll couplings and alemite lubricating systems.

V. D. L. Rubber Corporation, Toronto, exhibited a complete line of automobile tires and tubes manufactured by them in Toronto.

Hobbs Mfg. Co., Ltd., London, displayed several designs of windshields and Hobbs side wings, the latter possess the great advantage of being very easily attached to the windshield.

Adams & Elting Co., Toronto, displayed the "Ad-El-Ite" products, among which are, motor carbon remover, and non-freezing liquid, Hy-Pol auto body polish, and Ripolin enamel.

Hyslop Bros., Toronto, exhibited numerous accessories and parts, including Gabriel snubbers, Stromberg carburetors, Kellog chassis oilers, Dreadnought tire chains, McQuay-Norris piston rings, champion plugs and "Eveready" flash lights.

The Moto-Meter Co., Inc., Hamilton, had a very attractive display of their well known product.

Jos. St. Mars, Toronto, displayed a varied stock of automobile equipment such as dash lamps, windshield visors, stop signal and parking lamp, foot protector for Ford cars, shock absorbers, jacks and valve grinders.

Roadfinder Sales Co., Hamilton, demonstrated a device that turns the headlights of the car as the wheels turn, enabling the driver to go around curves at night without danger.

Panyard Ring Sales Co., Toronto, had a new piston ring that is made at double 45 degrees angle, with small oversize rim which crowds both rings making them fit the groove exactly.

McDonnell Distributing Co., Toronto, exhibited Mayer carburetors, being a special carburetor for Ford cars which permits of an auxiliary gasoline supply giving a smooth easy "pick up."

High-Lifting Jack Co., Sudbury, demonstrated a new car jack.

Motor Truck Accessories Co., Toronto, had a good exhibit of Goddard's double grip pneumatic tire chains, which are very simply applied to a tire.

Sully Brass Foundry, Ltd., Toronto, exhibited brass, bronze and aluminum castings, featuring small running board mat holders.

Veedol Co., Toronto, featured a full line of auto engine oils.

Motorlife Co., Toronto, had an exhibit of "motorlife" which is used in gasoline tank and claimed to affect gasoline saving and to remove carbon.

Canada Star Rubber Co., Toronto, had a complete exhibit of automobile tires and tubes.

Champion Spark Plug Co., Ltd., Windsor, had a good display of spark plugs, said to be the only factory in Canada making spark plugs exclusively.

Canadian Vulcanizer & Equipment Co., London, had a big exhibit of air pumps and compressors, air line with advertising proposition and a means of keeping air hose out of the dirt.

Cutten & Foster, Ltd., Toronto, displayed the various accessories they deal in, mainly: Hartford shock absorbers, Advance washers and gaskets, Raysbestos lining, etc.

Premier Tire & Rubber Co., Toronto, exhibited Seiberling cords and Epok tubes.

Gray Ball Bearing, Ltd., Toronto, had exhibit of wrenches, ball bearings, Hoover balls and equipment.

Toronto Auto Accessories, Ltd., Toronto, had full line of automobile equipment and accessories. A new product was the "Chates" car heater, which conducts heat from engine and manifold through the dash board.

Henry Engineering Co., Toronto, exhibited Vesta storage batteries, Pierce refillable fuses, Jewell electrical instruments, transformers, paints, etc.

R. C. Todd & Co., Toronto, had an exhibit of Tillotson carburetors, "Kant-rust," rubber mend, and a gasoline filterer.

Security Auto Theft Signal Co., Dunneville, exhibited security auto theft signal and traffic cop signal, which comprises a stop light, direction signal, parking light and match scratcher.

Miracle Oil Sales Co., Toronto, demonstrated "Miracle" oil, a motor lubricator.

Truset Wheel Co., Ltd., Toronto, had an exhibit of Stewart wire wheels and Superior self-locking pipe wrench.

Peerless Bumpers & Accessories Co., Toronto, exhibited their product.

Black & Decker Co., Toronto, exhibited grinding machines of various models and for various purposes.

Toronto Ornamental Home Co., Toronto, showed a big line of ornamental accessories for automobiles.

Raybestos Co., Peterboro, had a good exhibit of brake lining.

McQuay-Norris-Banfield Mfg. Co. had an attractive display of their make of piston ring.

Hercules Bumpers, Toronto, displayed the several styles of automobile bumpers that they manufacture.

John Mullen & Sons, Toronto, had a complete exhibit of their numerous line of garage appliances and automobile parts and accessories.

Auto Specialty Co., Toronto, exhibited the Lyons bumper.

K. & S. Rubber Goods Co., Toronto, displayed their make of automobile tires in addition to their rubber goods display in the Industrial Building.

Gidley Boat Co. had a big display of boats and launches, featuring particularly the "Gidleyford."

Canadian Boat & Engine Co., Toronto, attracted merited attention to their booth of overboard motors and marine engines. A featurer was a canoe equipped with a square stern for a motor, weighing but thirty-five pounds.

Rice Lake Canoe Co., Cobourg, had a big exhibit of canoes and boats. The "Herald Patent" being a canoe made of two layers of thin cedar, without the use of ribs was a feature of their interesting display.

Disappearing Propeller Boats, Toronto, had a big display of their style of boats.

A. R. Williams Co., Toronto, displayed a line of boats and marine engines.

Fraser Co., Montreal, had a very interesting display of British sport goods and shot guns.

Allcock, Laight & Westwood Co., Toronto, made a very interesting display of the fishing tackle and equipment being sold by them throughout Canada.

Western Cartridge Co., East Alton, Ill., had a large display of ammunition.

Consolidated Plate Glass Co., Toronto, exhibited in the Industrial building a "Zouri" store front fitted with plate glass windows. Two huge pieces of glass in their windows attracted much attention their way.

The Gendron Mfg. Co., Ltd., Toronto, strongly featured their new "Disco" ball-bearing coasters in their exhibit this year. The railing enclosing the display was made up of moving "Disco" wheels and this new boys' car was demonstrated inside the booth. The wheels of "Disco" coasters are rivetted with double-head rivets, thus preventing creeping of disc or tire. The bearings are made of Gendron ball-bearings that run freely at all times. The "Disco" wheels are rubber-tired and the body gear and wheels are painted in yellow with black trimmings. The older "Beaver" coasters with wire wheels were also displayed, as was the big line of bathroom and toilet articles in nickel plate—towel bars, soap stands, brush holders, etc.

MacFarlane Mfg. Co., Toronto, had on display an extensive exhibit of ladders, step ladders, screen baskets, ironing boards, etc.

Playthings, Ltd., Toronto, had a very interesting display of Canadian made toys that attracted a great deal of attention.

Everett Mfg. Co., Sault Ste. Marie, Ont., presented in their exhibit ironing boards and other manufactures of wood. Their boards are equipped with handy stands.

Wentworth Mfg. Co., Hamilton, attracted some considerable attention with their complete display of kitchen utensils as well as a line of bread boxes, manufactures of brass and lanterns.

Kelley & Mancey, Ltd., Toronto, had an interesting display of toys.

International Toy Co., Montreal, presented a new style of toy somewhat on the same principle of the small two wheeled car already on the market with the exception that it can be propelled without putting the feet to the ground, by means of a patented appliance.

Carriage Factories, Ltd., Orillia, had on exhibit a full line of baby carriages and carts that are manufactured by them.

Renfrew Refrigerator Co., Renfrew, exhibited a varied line of refrigerators of numerous styles and sizes.

Globe Engineering Co., Ltd., Hamilton, had on display their Arctic Iceless refrigerator, that was received with a great deal of interest.

Metallic Roofing Co., Toronto, had one of their galvanized garages erected on the grounds and attracted considerable attention.

The Wallace Barnes Co., Ltd., Hamilton, made a display of their spring productions—springs for all uses and purposes made from wire steel, brass and phosphor bronze. Cold rolled spring steel is used in the construction of the larger springs, such as used in auto manufacturing; but besides there are spiral and flat springs, stampings, steel spring washers, and other wire products.

Radio and automobile springs were featured.

The Millers Falls Co., of Millers Falls, Mass., made their first Canadian showing of their varied mechanics' tool lines, especially featuring their No. 145 Millers Falls auto jack, which can be folded away in the owner's tool box. This jack is easy working and can be used by a fourteen-year-old girl to raise a car easily; it is sturdy and dependable.

The Coleman Lamp Co., Ltd., Toronto, had one of the most interesting displays at Toronto Exhibition in the Coleman Sunshine Cottage, near the grandstand. The cottage illustrated to visitors, whether dealers or retail customers, how a farm or suburban home can be well lighted with lamps of various types of from 300 to 600 candle power in every room of the house all at the same time and the fuel for all the lamps fed from the same supply tank.

Out on the street in front of the cottage was an attractive street lamp for illuminating the sidewalk, on the verandah were hanging and bracket fixtures. In the living room were table reading lamps, and decorative lamps setting on mantle pieces, while in the kitchen and bedrooms wall and bracket lamps were also demonstrated.

Connected with the Coleman lighting plant is also a gasoline stove, several types of these being shown. Coleman cookers make their own gas being supplied complete with a one gallon fuel tank or connected up with a Coleman lighting plant as desired. They have perfect flame regulation and will cook an ordinary meal on about three cents worth of fuel. A number 801 Coleman cooker is made in regulation stove type with shelf and warming closet below and fire back with shelf above the three cooking burners. The number 141 Coleman cooker is also a three burner stove with short legs for resting on stand or table and is particularly suited for small kitchens or summer camps, being also used to advantage at a laundry stove or, when supplied with a tank, to be used on top of an ordinary range for summer cooking. The burner will boil two quarts of water in an ordinary tea kettle in less than five minutes.

Gasoline under pressure gives a hotter fire than gravity gasoline, oil wick or oil vapor stoves, and the Coleman urn burner can be attached to any hollow wire feed system or can be used independently.

The Coleman Lamp Co., are now offering a self heating flat iron which is handsome in appearance and is absolutely safe in use. It is ready for use in two minutes and makes its own heat while the operator works, it being possible to use it in ironing anywhere, in the coolest room or out on the porch. The insulated lid, the brass burner, the automatic gravity feeder, the auxiliary fire box and the Coleman iron generator are particularly interesting features of the Coleman sad iron.

The Coleman Quick-Lite Lantern was demonstrated outside the cottage in the adjoining garage both in the commonly used hand type and also by hanging on posts for lighting streets or illuminating the exterior of buildings. It is rightly referred to as the "Light of a Thousand Uses."

For lighting stores, halls, churches, or large rooms, the Coleman Quick-Lite Candelier fixture is recommended. It hangs anywhere, is quickly and easily carried to any building where light is needed and is in frequent use in stores as an emergency light when electricity fails.

The demonstration of the various uses for Coleman Quick-Lite lamps and lanterns for home and building lighting was supplemented by illustrations as to how it could be used for camping, hunting, motoring, boating, and other uses, giving a pure white light of 300 candle power and burning 60 hours on one gallon of gasoline.



The Coleman Sunshine Cottage where Coleman Quick-Lites were Demonstrated.

At a booth in the Process building the process of making Coleman high power gas mantles was demonstrated, actual manufacturing being done and sectional views of the various parts of the mechanism shown. Coleman Quick-Lites burn gas from motor gasoline and there being no soot or smoke, there are no wicks to trim and chimneys to clean, besides being wind and rain proof.

So rapid has been the popularization fo Coleman Quick-Lites in Canada that there are now few hardware stores in any part of Canada where Coleman lamps and lanterns are not sold; in less than two years Coleman Quick-Lites have become nationally used with a large factory in Toronto working at high capacity to supply the demand.

At hundreds of fall fairs in Canadian towns and cities Coleman Quick-Lites will be demonstrated by hardware dealers this fall. There are few articles which can be used to such advantage and practical use by dealers making exhibits at fairs than Coleman lamps and lanterns. The manufacturers co-operate with the dealers by supplying signs to attract attention and literature to distribute to prospective customers.

Many Stove And Furnace Displays

Many Improvements Shown this year in the Heating and Cooking Apparatus.

The Hall, Zryd Foundry Co., Ltd., Hespeler, showed stoves, ranges and furnaces. All their stoves were shown in new designs, a new catalogue having been gotten out to cover these new designs. The Pilot line embraces stoves, ranges and furnaces, and included their Pilot Combination, a coal and gas range with high gas oven. This oven is equipped with broiler burner and has white enamel splash back as well as white enamel high closet door.

The Pilot Pillar is a special hearth construction range. It has a broiler door at the top front and a firebox built on scientific lines to give the greatest amount of heat from the least fuel. It also has a wood extension firebox, and its oven is perfectly square. The Peary, Genoa, Alerta, Winora, Gem and Star were also shown in the Pilot group.

The Pilot Quebec is a new stove—a Quebec heater with oven, high closet, and mirror crest. It is finished plain and in white enamel. The Fireco range was shown as a centrepiece, and a couple of Pilot Superior and Success pipe and pipeless furnaces were displayed as corner features.

McClary's, London, made an unusally fine display, separating in different booths their stove and range line from their furnaces. The stove section was trimmed and decorated in a combination of black, red and gold colors, which admirably set off the exhibits. The centre of the display was taken up with several electric heaters finished in white enamel. Around these were samples of their coal and wood ranges—Pandora, Kootenay, Tortoise, Garry and Byng. Some of these were in small compartments and finished in grey enamel to set off their varied striking points.

In combination gas and coal ranges the Simplex was used as a demonstrating feature. Its new battleship grey porcelain enamelled color adding to its beauty, besides making it washable and sanitary. Even the inside of warming closet and oven are enamelled. The Simplex is a six-hole coal range combined with a four-burner gas range. The oven is heated by either coal or gas or both. The gas top is complete in itself and can be used at the same time as a coal fire. The new features are the covered tops to the gas burners and a broiler oven.

McClary's gas ranges were as well featured in many sizes and styles, and their coal oil heater came in for prominence owing to the coal strike and fuel shortage.

In furnaces the Sunshine and Radium were central features—both pipe and pipeless. These furnaces are made to consume either soft or hard coal or wood.

The Happy Thought Foundry Co., Ltd., Brantford, display was a large and fine one. They exhibited stoves, ranges, combinations and pipe and pipeless furnaces, particularly featuring their enamelled Happy Thought range. The Happy Thought is made in many styles and sizes, in both cast and steel.

Among the popular lines of Happy Thought ranges are the Harvest Home, Britannia, and Northern, the enamel and nickelled ornamentation being of the best in addition to the ranges being efficient. The Cosy Home with square firebox is of a Quebec heater style with oven attached and high warming closet. Other medium-priced Happy Thoughts are Magic and star built of steel and welcome of cost.

The Golden Age is the combination par excellence of this line. It burns coal, wood and gas. It is a six-hole stove, with four gas plates, and a completely covered top. Heaters are another big line of the Happy Thought Co., and these were shown in great number.

The furnace line of this company embraces both hot water and hot air, in pipe and pipeless styles.

Clare Bros. & Co., Ltd., Preston, made a very elaborate display of their many stoves and ranges, among which was their latest addition, the "Dunamel," a combination coal and gas range on the same lines as their "Conamel," except that instead of the two-fuel waterfront it is supplied with or without standard waterfront.

"Lighter Day" is a high oven coal and wood range; "Marvel" is also of this type with a low oven in addition. The "Peninsular" remains a leader in Clare coal and wood ranges, the "Paramount" and "Comrangut" being principal designs.

Other coal and wood ranges displayed were the "Magnet," "Alamo," "Hero," "Peerless," "Gilt Edge," "Alert," "Bright," "Beauty," "Household" and "Reliance." Wood stoves and self-feeders were also displayed, as was the "Hecla" furnace —pipe and pipeless.

The Westinghouse electric range was as well exhibited in this booth, the whole display being under the supervision of A. Welch & Son, Toronto agents for Clare Bros.

The Gurney Foundry Co., Ltd., Toronto, display was one of the largest and best showings ever made at the Exhibition. Every one of their varied styles of stoves, ranges, heaters, gas plates, electrics and furnaces was shown. Besides their full line of pipe and pipeless hot air furnaces, which were shown in one group, there were displayed on an elevated platform at the rear of the booth the line of ranges, in regular and full enamel styles, including the Laurentic, Chancellor, Arcadia and Oxford.

Then came the combinations, of which the Royal was a striking example of the newest in ranges. It has two ovens, one a separate oven for gas on the high back. The Royal is made in one size, but in several styles and finishes. One of the most popular finishes is the entire white enamel, which is new for a coal range. This is being inaugurated on the Laurentic, the only part not white enamel being the stove top, which is polished steel, and the nickel ornaments.

Other ranges more popular priced were the Royal Oxford, the Glenwood, Royal Keystone and Royal Quebec, this latter being a Quebec heater with oven attached, four-hole top and high back, with warming closet. Heaters, too, were there in abundance—Globe, Montreal, Canada Hot Blast and Gurney kitchen heaters.

In gas ranges, besides the combinations, were many examples of the cabinet range, especially striking being the Royal and Gurney-Oxford. Then there were Victor single and Gurney double-oven ranges, with a great many gas plates, laundry stoves, water heaters, etc.

The Hamilton Stove and Heater Co., Ltd., Hamilton, made an especial play on their Souvenir superheater, a heater for small-sized dwellings built somewhat like a pipeless furnace, yet used as a stove. It is of cabinet design, finished in a mahogany enamel with antique copper trimmings. The claim for this superheater is "double the heat at half the cost."

The "New Idea" is the name of this company's furnace, which has features all its own. Its fuel consumption is unusually low and its heating capacity exceedingly high. It is a pipe and pipeless furnace built for winter comfort for the whole family.

Souvenir stoves and ranges are as well strongly displayed in this exhibit.

J. Samuels & Son, Toronto, exhibited their Canada dustless ash sifter, the sifter that saves coal and work. This improved sifter was patented in January last. It works by simply turning a handle.

THE "PREMIER" DISPLAY OF STOVES AND KITCHENWARE

The Thos. Davidson Mfg. Co., Montreal and Toronto, had one of the most extensive displays in the Stove building, where they demonstrated their full line of ranges and kitchen utensils.

Prominently featured was the Premier Knight, a popular priced, standard sized, steel range. It is very attractive in appearance with full metal trim, high warming closet, white enameled panels or tiled back on oven door, and is a most efficient range in operation. The Premier Argus, the Premier Leader and the Premier Marathon steel ranges were also displayed, the Argus having been improved in appearance and being now supplied in full nickel dressing. The nickeled trimmings of the Premier Leader are made plain and are easily kept clean, yet they give the range an attractive and finished appearance. Every Premier Marathon is fitted with duplex draft, which gives perfect combustion at both ends of the fire box. The bodies of the steel ranges are made of heavy steel thoroughly protected by sheets of asbestos.

In cast ranges the Premier Royal coal and wood range, with six-hole top, tile back and attractively trimmed warming oven, was prominently featured, together with the Premier Chieftan, which is a very moderate priced cast range, but is made of first-class material and is given the same careful workmanship as our high-priced ranges. It is particularly well suited for a city range where kitchen space is limited, or for the country when a larger range is not required. Duplex grates only are supplied for this range.

Probably the most popular selling stove was the Beaver Combination cooking and heating stove, its popularity being due to its efficiency in use and its being more economical to operate than a larger range, the Beaver is a Quebec heater with a low oven, four holes, enameled back and high closet with nickel-plated roll doors and panel mirror.

A full line of oak and Quebec heaters were also displayed, including the Tiger Heater, Marathon Oak Heaters, Beaver and Otter Quebec heaters, Chinese laundry stoves and Premier box stoves. All of the Davidson heaters are practically designed and built to give satisfaction. They are unsurpassed in appearance, durability general all round efficiency and comfort-giving qualities.

Along with the Davidson display of ranges and heaters were many stove boards, lithographed in assorted colors, pantry tins for the storage of sugar, flour, tea, etc., together with a very large variety of kitchen enamelware, the newest finishes shown being the Marathon in Chocolate Spray finish on outside and white on inside of the different utensils. Another new finish exhibited had red enamel exterior and white enamel interior. A full line of steel gray, white and brown Marathon kitchen utensils from tea kettles to frying pans was shown.

Included in the enamel lines shown were several samples of this Comany's new Colonial Ware. Manufactured with a clear light gray outside and with new style silver gray lining, this ware was the subject of favorable comment from the hardwaremen who visited the exhibit.

The Davidson home preserving and canning outfit in Colonial gray and Premier blue with white lining was also a feature of the exhibit.



Exhibit of heating goods and enamelware by Thos. Davidson Mfg. Co.

Davidson Frost River all-steel refrigerators occupied an important part of the display, being shown in French gray finish, as in previous years, and also in a beautiful white enamel and gold finish, a new style brought out this year to match the white trim so popular on gas ranges, etc.

Frost River refrigerators are made entirely of sheet steel, galvanized, and are thoroughly high grade. The exterior is finished in a beautiful glossy French gray or white enamel with gold corner scrolls and ornamented panels.

The finish is very durable and has the attractiveness of porcelain, it not being a finish which nan be easily damaged or cracked. It is well insulated with linofelt and the inside parts are removable for cleaning purposes.

The representatives of the Davidson Company report the receipt of many enquiries regarding stoves and heating equipment and state there are many evidences of a large and profitable trade in ranges and enamelware during the coming year.

The Beach Foundry, Ltd., Ottawa, featured their pipeless furnace and their Maple Leaf stoves and ranges. A new design in this line is the "Thats-it," a combination Quebec heater with oven attached and high warming closet. The top of the stove has six holes.

The Maple Leaf Emblem range still retains its popularity. It is one of the many styles made by the Beach Foundry, and the Maple Leaf Composite is another, a combined Quebec heater with four-hole cooking top.

Pease Foundry Co., Ltd., Toronto, showed about a dozen samples of their pipe and pipeless furnaces, emphasizing especially their Economy furnace, with its one-piece ashpit which eliminates the dust nuisance, and its vertical shaker. The Creech humidifier, an automatic water-pan is an added accessory feature to all Pease furnaces; this in addition to the usual water-pan. Another convenience is the Pease domestic water heater for attachment to all Pease furnaces, and the Pease air blast which insures complete combustion of fuel, thus saving money and getting all the heat from the fuel consumed.

The Reliable and the Brampton were other warm air furnaces shown. In pipeless furnaces the Economy and Brampton were prominent. These shown have both the straight casings and side cold air pipes, so that purchasers can suit their own choice in this regard.

The company is also handling the Ideal bungalow heater, a hot water heater for cottages and apartments.

Moffats, Limited, Weston, made a comprehensive display of their coal and gas ranges in the stove building. In the former class they showed a great variety of their various sizes and styles, most of them with six covers. No. 9 had a hot water reservoir and high warming closet with porcelain splash and nickelled door, thermometer and waterfront. No. 8 was a square stove with or without water reservoir. In most of the Moffat stoves porcelain enamel seems to be supplanting nickel.

In gas ranges also there was a great variety of samples shown. No. 201 attracted a great deal of attention. It had high back, with broiler oven, a main and a lower oven, and a plate warmer. The outside parts of the stove body were of white porcelain enamel trimmed with French grey.

The Moffat star burner used on all the gas stoves and ranges are so constructed that the gas jets ignite from the outside end of the star arms, and the holes drilled on a tangent that throws the hot blast from the flame towards the centre of the cooking vessels.

Combination coal and gas ranges were also featured and demonstrated, as were the kitchen heater attachments for gas stoves. The "Smooth-top" was the central feature of the display. It was a gas stove with covered top like a coal range. This was the newest thing in the display, being the first stove of this line run through the Moffat foundry.

The Galt Stove and Furnace Co., Galt, makers of Banner combination coal, wood and gas ranges, besides showing these lines, featured their Banner compact cook stove—a Quebec heater with cook stove attached. The Compact is made in one size only; has six holes; large oblong firebox, three triangular individual grate bars; waterfront or reservoir; tiled or plain high closet, and will burn either coal or wood. The drop oven door has an individual panel.

Tortoise heaters and Majestic coal chutes and building specialties were also exhibited, as was the Banner pipe and pipeless furnace, which is guaranteed to be a satisfactory and efficient home heater.

Findlay Bros. Co., Ltd., Carleton Place, showed stoves, ranges and furnaces, among them being a couple of new combinations shown for the first time. Findlay's "A" range continues to be the firm's kitchen masterpiece. It is an all-cast range built for comfort and convenience. The Arklan Favorite is a new medium-priced steel range, with a large top and roomy oven, and burns hard or soft coal or wood. It has all the features of the best Findlay ranges. Findlay's Unity is also a popular-priced steel range, burning either coal or wood. It, too, has all the features of the higher-priced lines and is made from the best material by expert workmen.

Findlay's pipeless furnace, also shown, has special features all its own, ensuring comfort in the home with the utmost economy. There are the adjustable draft damper; large steel radiator connections; deep, one-piece ash-pit; large fire-door; burns wood or coal, in addition to the two features of other furnaces.

The Empire Stove and Furnace Co., Ltd., Owen Sound, Ont., strongly featured their Empire pipeless furnace, the furnace with the "14 points," among which are the heavy flanged floor connections; inner and outer hoods so shaped as to allow the greatest air space and least friction in air travel; large air space in casing; double feed door; triple insulated inside casing; heavy firepot; triangular grates; deep ash-pit.

In stoves the Brighter Day combination is new this year. It is a combined Empire Quebec heater and cooker. This combination will economically and satisfactorily cook, bake and heat; it has a good top cooking surface, and a good-sized oven; and has a fine appearance. It is made in several styles and sizes.

The new style Empire combination range for coal and gas also meritted the favorable comment passed on it by onlookers; and the Canopy range with "Zebra" finish—a show-piece—caused many to take more than a first look.

The company specializes on Quebec heaters, many of these being shown. As well an Alpha pipe and pipeless furnace was shown, specially adaptable for six-room houses and cottages.

A new register for warm-air furnaces has been added to the Empire line of accessories.

The Burrow, Stewart & Milne Co., Ltd., Hamilton, featured for demonstration purposes four of their combination ranges, the Triplex Jewel being one of these. The main top of this range has four pot hole covers for coal and five burners for gas. The firebox is large, well proportioned, and has easy revolving duplex grate, which will burn hard or soft coal or wood. One second's time only is required to change oven from coal or wood to gas, a lever at the end of the stove doing the trick.

The Canadian Jewel is the name of the company's gas range, built for either manufactured or natural gas. It has side oven and broiler in addition to four pot holes over burners. Garnet Jewel gas heaters were also featured in stove and mantel-grate types. New additions to the furnace line are the Jewel Nos. 21 and 23, built specially to surmount the difficulty of obtaining a sufficient pitch for warm air pipes in buildings with low cellars.

D. Moore Co., Ltd., Hamilton, made a big showing of their Treasure line of cast ranges. The Othello was perhaps more featured than any other range, its attractive nickelled finish with glass oven door, polished top and high back, drawing many commendations.

In steel ranges the Premier and Selkirk were the principal designs displayed, though with the coal shortage the Busy Bee attracted a deal of attention, this being a low-priced range with an 18-inch oven. The two principal steel ranges are fully equipped with large ovens and fireboxes, solid reservoirs, cast oven doors, with thermometers.

Quebec heaters and a big range of base burners also formed part of the display.

The Howard Furnace Co., Toronto, demonstrated the usefulness of their furnace for which the claim is made that it is made to last a lifetime. It has either a flat or cone top. This furnace has been on the market for 37 years. The inside of the firepot is straight and sheer, so that no ashes can cling to the sides, nor can any ashes accumulate. It is a heavy cast furnace built for hard and heat.

The Wonder is a smaller size furnace built on the same lines as the Howard for small houses.

Dominion Stove & Foundry Co., Ltd., Penetang, displayed a great number of their stoves, ranges, heaters, furnaces, hot water and steam boilers. A prominent feature, and a striking one, was the use of ribbons and cards to depict the striking points of their ranges. One of these, Marswell's range, finished in blue porcelain enamel, was used as a centre-piece. It is strong, durable, efficient and attractive steel range, and its washable features make it sanitary. White enamel and nickel trimmings are also used.

The Columbia is another Dominion range. It, too, has white enamel back and door, or it may be had plain. The Olympia, the Georgian and the Celtic are other ranges; and the Daisy is a steel cook stove which is made in full nickel and in plain black trimmings.

The Mack Furnace Co., Ltd., Chatham, exhibited four of their furnaces, two pipe and two pipeless. The company makes nothing but warm air furnaces, and the exhibits caused as much commotion as they did at the Hamilton Hardware Convention last February. The Mack is built entirely of cast rion, and the ash-pit contains a large waterpan which eliminates all dust from the ashes as well as supplying a volume of moist air to the combustion chamber, which reduces fuel consumption. The grate is of rotary type, operated on roller bearings, efficient and economical, and can be replaced in one minute.

The Mack firepot is cast in two sections to avoid cracking in contraction and expansion. The lower section is slotted to admit hot, moist air, thus permitting the use of either hard or soft coal and consuming all soot and black smoke.

The James Stewart Mfg. Co., Ltd., Woodstock, demonstrated with their "Good Cheer" combination range, which operates with any kind of gas, coal or wood, the same oven being used for all fuel, and both gas and coal can be used simultaneously. The combination comes with both high or low back.

Another special feature of the Stewart display was the Good Cheer square heater. In the plain trim this heater is made in three sizes; in nickel trim are two sizes; and with cooking is made in two sizes of oven, with four-hole and six-hole. This heater has held a fire for 31 hours with one filling, baking being done during that time. There is a shallow grate in this cooker for summer use when a light fire only is wanted; it has high or low back; waterfront or reservoir.

The open grate heater is another big "Good Cheer" line, as also is the "Good Cheer" warm air furnace line, the furnace with the big circle waterpan. The Equator is the name of this furnace, and it is made in both pipe and pipeless styles. For small houses the "Alberta" is made on the same lines, only smaller, as the Equator. It also is piped and pipeless.

The "Good Cheer" open grate heater is the newest of the James Stewart Mfg. Company's productions. The crackle and glow of the open fire has a fascination, and this is reflected in this newest stove which can be opened or closed, a wire screen holding back sparks when open, and a set of mica folding doors when closed.

The Monitor Stove Co., Ltd., Toronto, claiming to be the pioneers in pipeless heating, with 103 years business experience, demonstrated with a couple of their Caloric furnaces. One of the principle features of the Caloric is that it has a one-piece cast fire-pot with a seamless top. The Caloric is made in two styles and four sizes, and is equipped to burn coal, wood, coke or gas. More than 135,000 of these furnaces are in use, which lay claim to being practical, scientific and economical.

The Fuel Saving Corporation, Ltd., Toronto, gave a demonstration of their Universal fuel-saving boiler jacket, a jacket made of a refractory material called transite asbestos wood that incloses the boiler, thus saving heat and giving more heat through the use of less fuel, with the consequent less ashes and less cost.

The Dodd Heating Systems, Ltd., Toronto, gave a demonstration of their Dodd patented gas-fired house-heating boilers, for which the claim is made that it is danger-proof, fool-proof, economical and efficient, causing no labor, no dust or ashes, and no smell.

The Creech Humidifier Co., Toronto, demonstrated their attachment for any furnace that will supply the correct percentage of moisture automatically. The humidifier can be installed in a few minutes without interfering with the fire, and once installed is working night and day without any attention. The use of the humidifier means a less consumption of coal and a consequent saving in fuel costs.

Caldwell Gas Utilities, Ltd., Hamilton, demonstrated their Caldwell method of burning gas economically, which they believe will revolutionize the utilization of gas for fuel. Even when gas is at low pressure with the use of the Caldwell economizer th econsequent difficulty in getting results is overcome at a lower cost than before.

Cleanliness is another feature of the Caldwell method, all parts of the stove and burner being exposed and easily reached. The four chief features of the Caldwell method are —saving in gas cost, better working conditions on low pressure, cleanliness and less worry.

The Canadian Hanson & Van Winkle Co., Ltd., besides a large showing of their electro-plating chemicals and devices, made a very respectable display of their household and factory brushes, floor brooms, window brushes, boot daubers and brushes, car washers, scrubbers and dusters, made of hair, bristle, wire and fibre.

The International Nickel Co. of Canada, Ltd., Toronto, made a detailed exhibit of their monel metal, its uses and its process of manufacture. Monel is a metal containing 65% of nickel, and because of its ability to retain its high finish makes it popular for grill equipment. In color it resembles platinum, and in use it resists corrosion. In strength it is equivalent to mild steel, and it withstands the erosive action of steam. Monel metal is available in many forms—sheets, plates, rods, flats, billets, ingots, forgings, etc., and is also fabricated as castings, wire, tubing, bolts and nuts, tanks, rivets, wire cloth, chain, balls, sash cord, and other forms.

The James Morrison Brass Mfg. Co., Ltd., Toronto, made an extensive showing of their mechanical goods and steam products. Among these were steam whistles, safety valves, recording pressure gauges, automatic injectors, automatic cellar drainer, etc. Of interest to hardwaremen was the demonstration made of the Stack gas water heater, for which the claim is made that water is heated almost instantly. This is not a new heater, but still held the attention of onlookers. The Bull-Dog die stock was another article that attracted attention. The claim is made for the Bull-Dog that it has self-locking dies; has self-locking guides; needs no resetting; no loose bushings, and has no small parts.

The Canada Metal Co., Ltd., Toronto, made a comprehensive display of their many varied products, from the sheet lead to the latest developments in enamelled plumbing goods. The Pussyfoot closet tanks were particularly featured, the elevated platform at the back of the booth being occupied by a dozen different styles in as many different finishes. The Pussyfoot is well named; it is silent, efficient and durable.

The tanks are made from an impervious mineral material pressed under sixty tons hydraulic pressure into one piece and they are all equipped with the new Pussyfoot valve, which is tested under a 150-pound pressure.

Aristocrat laundry tubs also were featured in this display, as were as well babbitt metals, washers of all kinds of metals, and Graham nails and wire products.

Crane, Ltd., Toronto, made a very homey and attractive showing of a number of their porcelain wares. One room completely furnished as a bathroom, with all the fixtures of the most modern home always held the attention of a group of onlookers. Throughout the whole Exhibition period there were interested people gazing at the display and asking questions.

The Booth-Coulter Copper & Brass Co., Ltd., Toronto, made an extensive display of their Imperial fire extinguishers and the Canadian fire-gun, the latter being used in demonstration before the grand stand every evening. But it was in the company's new gift line that hardware dealers were mostly interested.

The Booth-Coulter Co. have recently added to their manufactured productions a line of brass, copper, bronze and silver-plate, candlesticks, umbrella stands, cuspidors, ash trays, smokers' stands, fern pots, jardiniers, book ends and salt and pepper sets. The exhibit at the Fair was the first public showing of these goods. The designs were all new, so far as any of these goods made elsewhere in Canada are concerned, and compared most favorably with similar goods hitherto imported from France, England and the United States. Some of the designs closely followed classic and period lines. Very favorable comment was passed on the goods and their attractive grouping.

T. G. Griffith & Co., Toronto, in a tent on the grounds, demonstrated their various utilities for country homes. There was their syphon septic tank for disposing of sewage; Dayton pumps for water system supply, and closet system for household use, which would put the country home on a par with the conveniences of a city.

Canadian National Carbon Co., Ltd., Toronto, showed complete samples of their varied lines. Among these were Eveready flashlights, which were displayed in innumerable variety of sizes, styles and shapes. Vulcanized rubber and nickel-plated cases in fancy shapes formed the central attraction of the booth.

Columbia white flame A.C. special carbons, Columbia silvertip carbons and Pyramid brushes for locating automobile starting and lighting troubles were also exhibited.

The Wm. Cane & Sons Co., Ltd., Newmarket, displayed their many lines of "Made-in-Canada" lead pencils in boxes, sets and package, as well as individually. Two huge flags—Union Jack and Canadian Ensign—made up of colored lead pencils, were attractive features of this display.

Bird & Son, Hamilton, in their bungalow on the Fair grounds, gave a living demonstration of the worth of their goods. The house was built and finished with their varied products—"Neponset" and "Canadian" shingles on roof, as well as Paroid roofing, "Neponset" wall board on interior walls, and in the house were samples of the complete line of goods made by this firm.

The Brantford Roofing Co. exhibited their varied roofing products in a cottage on the grounds. Featured prominently were Brantford asphalt roofing slate in red and green. This material also was used on the roof itself. Rolls and squares of the roofing products were set about the cottage and its verandah, and, judging by the numbers of visitors, must have impressed them by the worth of the goods.

SANDERSON HAROLD EXHIBITS NEW VENTILATOR

The Sanderson Harold Co., Ltd., Paris, Ontario, had an interesting display of refrigerators, ventilators, screen doors and window ventilators in the Industrial Building.

A particularly seasonable line shown was the Paris ventilator for which there is developing an increasing demand during the Spring, Fall and Winter months to provide fresh air, while keeping out soot, rain, dust or window drafts. The ventilator is built like a window screen, the sliding panel being filled with a chemically treated cotton gauze stretched to prevent sagging, the hardwood frame being made adjustable by easy running metal slides. These are used instead of wooden slides preventing the ventilator from binding in wet weather. For bedrooms, sickrooms, pantries, etc., where ventilation is needed without drafts, the Paris ventilator is very useful and hardwaremen should have a large sale for this new line.

The All Season Combination Storm and Screen Door was also displayed, the door staying on its hinges all the year round, being made of solid quarter cut oak with two coats of special waterproof varnish. It has a mortised frame and in the Summer an attachable screen door panel is inserted while in the Winter the screen panel is replaced with a solid, substantial, storm panel fitted with four glass windows. In the winter the glass occupies one-third of the door surface and in the Summer the screen covers five-eighths of the door surface. Once hung, it is always hung, while it takes but a few minutes to change the panel in the Spring or Fall.

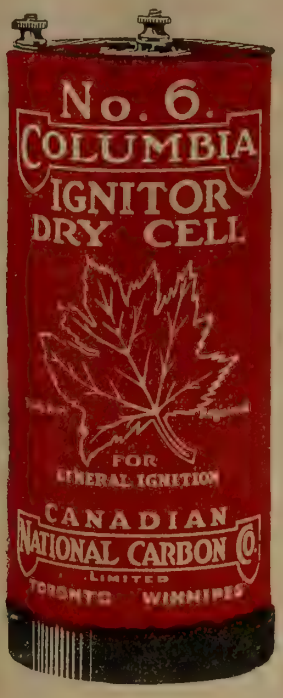
The Sanderson Harold Co. make about thirty types of refrigerators and about nine of these were on display, the Paris Seamless being quoted as Canada's finest refrigerator. It is made of solid oak and has ten insulating walls which shut out the warm air and keep the cool air within the refrigerator. A fresh current of pure, dry air is kept in circulation by placing the ice about the provision chamber, the falling cold air displacing the slightly warm air at the bottom of the refrigerator, no foul air being allowed to accumulate. The lining is of porcelioron, seamless and in one piece with rounded corners. It will not wear out or become stained. It is water tight and easily cleaned.



Sanderson Harold Company's Display of Refrigerators, Ventilators and Screens.

The Sanderson Harold Co. argue that no other equipment is so closely related to the family's health as the refrigerator as a storage container anad preservator for food and a porcelain interior should be used to ensure the health of the family as much as a porcelain bath tub.

The Best Known Batteries—



are Easiest to Sell

THE Columbia Dry Battery has achieved fame and popularity by the length of its life and its abundance of strength—made known to the public through constant advertising. Because of their reputation, Columbia's are the most easily and quickly sold Dry Batteries in Canada—affording a sales opportunity too profitable for any dealer to overlook. Place an order at once with your jobber, and write us for sales-building display material.

CANADIAN NATIONAL CARBON CO.
LIMITED

MONTREAL TORONTO WINNIPEG

Columbia Dry Batteries

—they last longer

10.CT

Electrical Equipment Was Popular

Crowds Constantly Watched the Demonstrations of Electric Washers, Ironer, Cleaners and Ranges.

Good Housekeeping Appliances, Ltd., Toronto, demonstrated the Trojan electric cabinet washer. It has a specially constructed reversible wringer attached which wrings from either side. A revolving wooden cylinder is the works of the washer. This prevents the wearing or tearing of the clothes. This cylinder is self-cleaning, too. The motor is splash-proof. A metal cover serves as a table when wringing clothes. The washer is mounted on casters. The Trojan is made in Canada.

This company also showed the "Apex" electric suction cleaner, which with its attachments gives the housekeeper a complete electrical servant. The attachments include an eight-foot flexible hose; an aluminum coupler for diverting suction from nozzle into hose; aluminum suction tool for cleaning curtains and upholstering; a suction brush for woodwork; a suction tool for mattresses, and a coupler for blowing purposes.

Maxwells, Ltd., featured both their electric and water-power machines, especially featuring their Mono-Vac and their Minimax. The former has a large vacuum cup which operates on all the clothes at once, pressing the air and suds through the clothes on the down stroke and lifting the suds by vacuum on the up stroke. A spun and polished aluminum top covers the wash-tub.

The Minimax is an easy-operating, quiet-running machine of the dolly type. It has the newest in dolly—the wing design. The reacting gear on the cover is light and completely enclosed, the rack and pinion operating on soft metal slides. A wringer is attached to each machine.

Beatty-McIntyre, Ltd., Toronto, demonstrated the Laundry-ette washing machine. As its name implies the Laundry-ette is a wringerless washing machine. With its use after washing a pedal is pressed, the water is released, the machine revolves, and in one minute every piece in the tub is wringer-dry.

The clothes rest in a perforated tub which fits inside a larger tub. Both tubs are of copper. Two copper vacuum cups alternately drive the soapy water through the clothes and draw it back by suction, washing, wringing, rinsing and bluing are all done in the Laun-dry-ette.

Happy Home Mfg. Co., Ltd., Toronto, demonstrated the Mono-Vac electric washer. The big feature of this machine is that its vacuum principle is recognized as the least harmful to delicate fabric and that it washes blankets and heavy articles just as well. In operation one large aluminum cup acts on all the clothes at once by pressure on the down stroke forcing the suds and water through the soiled articles. Having thus created a real vacuum by suction this cup carries the soapy water back through the soiled articles.

The "1900" Washer Co., Toronto, in their display featured the superiorities of the "1900" Cataract washer, which claims to be the only double-action oscillating machine on the market. It is also claimed for this machine that it has the greatest water agitation of any machine made, washing clothes clean and quick without wear or tear. There is nothing in the tub to lift out, clean or adjust. It is made of copper, tin planished, metals that successfully withstand the chemical action of soap and greasy water. The Cataract has large capacity, and is constructed to last a lifetime. The wringer can be locked in any position. It is the original washer that produced the "figure 8" agitation of water in the tank.

The "1900" Company alo demonstrated their agitator water motor washer in a booth under the Grand Stand.

Easy Washing Machine Co., Ltd., Toronto, showed in action their "Easy" vacuum electric washer. This machine is of the round type working with a two-plunger air pressure and suction system. It is simple in construction, easy to operate, light in weight, yet strong and compact. There are few working parts and these are oiled continuously by an automatic feed wick. The wringer is an improved ball-bearing wringer with highly polished aluminum frame, simple in design and efficient in performance.

The "Simplex" Ironer, also exhibited by this company, is an ironing machine built for home use. It is made with motor attachment, belt power, lighting plant, or gasoline power fixtures.

The Elliot Machinery Co., Ltd., Belleville, showed and demonstrated their "My Laundry Maid" electric washing machine patented in 1921. It is of the round metal tub type, with motor. There are no belts to break or stretch; no bushing in centre shaft to leak; and there is an automatic release on wringer to throw it off if too much material should be put through, thereby saving the motor from being burned out. Its lines are symmetrical, and its workmanship is guaranteed.

The Gillespie Eden Corporation, Paterson, N.J., exhibited The Eden electric washer, built on the square plan, with motor below and wringer atop. The operation is a gentle up and down motion, dipping the clothes in warm sudsy water. As fast as the dirt particles are released they drop down through into the sediment zone and trapped, thus keeping the water clean and dirt free throughout the wash. The Eden interlocking swinging wringer can be swung and operated in five desirable positions. There are no dangerous or unsightly levers, gears, chains or belts that require boiling or adusting on the Eden.

The Ohio-Coffield Co., Toronto, demonstrated their Coffield electric washer. The claims for this machine are that it is simple in construction; easy to understand and operate; is compact, takes up little room, and can be moved about easily. It is of rotary type, the tub being of strong copper. It is self-cleaning, leakless and rust-proof. The motor is accessible, but shielded from splash. The mechanism has a positive clutch which operates the tub smoothly, without jar or noise. All bearings are oilless and the gears are packed in "life-time" grease.

In addition this company demonstrated also its Ohio-Tuec electric cleaner, whose principle feature is that it ensures satisfaction. The dust-bag is of double texture to prevent dust penetration, with a large mouth to facilitate emptying. Its dust shutter prevents dirt and dust from falling back onto the floor, and its suction is powerful enough to get all the dirt and dust no matter how deeply embedded. The mechanism is of the latest and all told the Ohio weighs only 11½ pounds.

Bluebird Corporation, Ltd., Brantford, demonstrated with their "Colonial-Maid" Blue Bird electric clothes washer and wringer, which is a Canadian machine, beautifully designed, strongly built, and guaranteed. The washer is entirely enclosed in a white enamel cabinet with blue trimmings, mounted on castors, and wringer on top. The wringer is the only part visible, all the washing operations being done within the closed-in cabinet. The machine is operated by electric motor of the latest type, and the construction is of the best.

The Brantford Washing Machine Co., Ltd., displayed and demonstrated their "Locomotive Electric Washer," which boils, wrings and washes at the same time. The "Locomotive" is an oblong cabinet with all its mechanism out of sight, the wringer and wire attachment being alone visible. It is all metal in construction, the tub being of copper. A simple gas heater (or an electric heater) is a feature of this mach-

ine, keeping the water always hot. The oscillating of the machine makes the water loop the loop like the letter S. The wringer is of the safety type, and the cabinet itself can be used as a table or work bench.

The Masco Co., Ltd., Toronto, distributors, demontrated the A.B.C. oscillator electric washer. This is a cabinet machine with working parts unseen. The cabinet is of heavy galvanized iron, finished in battleship grey. The tub is of heavy tin-lined copper, corrugated. Not a single essential feature has been omitted. The wringer is of the latest type with safety release, and all the mechanical parts are simple and easy running.

The A.B.C. Electric Laundress is of a higher grade, worked out on the same principle as the Oscillator, but with a finer cabinet and with nickle-plated trimmings. The A.B.C. Alco is still another washer with one or two round tubs.

The Hurley Machine Co., Ltd., Toronto, exhibited the Thor electric washer, a cabinet machine enclosing a revolving reversible cylinder which embodies the secret of Thor washing efficiency. The Thor washes clothes and wrings them by electricity. It is also provided with a special swinging wringer, equipped with the Thor safety wringer release. The cylinder is smooth inside, so that the finest of fabrics may be safely washed in it.

Besides the Thor washer there was also demonstrated the Walker electric dishwasher, which in its round tank washes quickly and thoroughly drains every article put in the machine. Water is dashed completely over the entire article put in the Walker and thoroughly cleansed of all matter without the use of the unsightly and unsanitary dishcloth.

Dominion Motor Castings, Ltd., Windsor, Ont., makers of Dominion electric washing machines, exhibited several of their washers, which are of oscillating cylinder action. The perfectly smooth, evenly balanced, heavy copper cylinder is so arranged that it will not roll or bunch the clothes, but keeps them free, driving hot soap suds through them. There are no exposed cog wheels, slipping or breaking belts. For rural use the cylinder washer may be taken out and a churn put in its place, so that the Dominion may be said to have two uses. In addition it has a latest model wringer attached.

Beatty Bros., Ltd., Fergus, displayed in action their "White Cap" electric washer with wringer attached. It is built on tub lines with dolly agitator. The wringer is of particular importance, as through its use a rinsing and bluing of one batch of clothes may be done while the machine is washing another batch. The White Cap in its operation agitates the clothes 106 times every minute, and the wringer rolls revolve 53 times per minute. The tub is of wood, which keeps the water hot longer than does metal. The claims for the White cap are that it washes faster than any other machine; its principles are different from other machines; its motion is faster; it wrings faster; it keeps the water warm.

The Slade Mfg. Co., Ltd., Owen Sound, showed their "Klymax" electric vacuum washer, a machine that washes, rinses, boils and wringer-dries without the use of a wringer. No handling of clothes is necessary with the use of the Klymax except to hang out on the line. Three vacuum cups on an up-and-down motion do the washing. The Klymax is of metal construction, is easy to operate, one control governing the washing, rinsing and drying, and one valve controlling the flow of water. The Klymax is a laundry in itself.

Hydro Appliance Co., Ltd., Port Robinson, featured their "Miss Hydro" electric washing machine which works on the patented "Hydro-gusher" system, driving waves of air, water, steam and soap forward and backward through the pores of the fabric, puffing and separating the garments and flushing out every particle of dirt. It is entirely visible in operation. "Miss Hydro's" capacity is eight sheets, or equivalent, and costs but two cents an hour to operate. The attached wringer swings around to any position.

Dowswell, Lees & Co., Ltd., Hamilton, displayed and demonstrated their hand and water power washing machines. In water power washers the "Ideal" was featured strongly. This machine quickly and perfectly cleans the family wash without any labor other than heating the water and attaching a hose to the water tap. The water motor has no small parts to get out of order. Everything about it is strong, carefully fitted and interchangeable, and every motor is thoroughly tested before leaving the factory.

In hand power washers the "High Grade" was specially featured. It is a dolly type washer, with evenly balanced mechanism and cut gears which insure smooth working and high speed. The dolly agitator is shielded at bottom to protect the clothes, and every gear is protected to obviate accidents.

The New Century Jr. is a swinging tub hand washer constructed on the time-tested New Century principle. It has large tub with no inside obstructions, a solid wooden cover to keep water hot, and helical springs that do most of the work.

Geo. C. Kaitting & Son, Galt, showed their Kaitting high-class water-motor washing machine. This "Kaitting" is of the dolly type with reciprocating motor. The Kaitting "Pastime" machine was also shown. It was the first rub-board machine run by water-motor on the market. It is somewhat larger than the dolly machine. The "Pastime Junior" is also of rub-board type, though smaller than the "Pastime."

J. H. Connor & Son, Ltd., Ottawa, showed a number of their machines. The Connor ball-bearing washer, hand type, is a tub which swings on large steel ball-bearings. These bearings carry all the weight and are so constructed that they cannot get out of place. By grasping the handle and swinging it to one side the coil tempered-steel springs stop it and start it back the other way with reverse motion. At each swing the boiling water in the tub is, by centrifugal force, sent through every thread and fibre of the clothes, cleaning them rapidly and more thoroughly than any other way, and with very little labor.

McClary's, London, made a splendid display of electric stoves and ranges in the Electrical building, and as well demonstrated their use. Range 818 E.S. is a four-hole top—two two six inches and two 9 inches in diameter—with side oven and warming cabinet shelf. It has white enamelled door panels, splash backs and shelf, and nickelled door frames and front legs. The 818E. has four cooking surfaces, low oven and high warming cabinet; and 818D. has four holes and large low oven.

A number of other larger and smaller stoves and ranges were shown. One novel idea was an electric range with kitchen heater and boiler attached. Then there were varied sizes of hot plates with one, two and tree plates; electric ovens for ranges; irons, auto heaters, etc.

The D. Moore Co., Ltd., Hamilton, demonstrated their electric "Niagara" and "Rideau" ranges as well as all their goods on display. Both these ranges are four-burner ranges with side ovens, the former with a warming closet in addition.

The "Chippawa" and "Lachine" are three-burner ranges with low ovens, and the latter in a smaller size has two burners. Hot plates, coal extensions, and "Sunfire" grates were other prominent electric lines and varied shaped heaters for many uses were as well shown.

Moffat's Electric Ranges, Toronto, made an especially good display of their electric stove lines. In the factory where their stoves are made electricity alone is used for manufacturing. The ranges shown were both numerous and attractive from the six-burner side oven and top warming cabinet, to the smallest hot-plate, all were centres of attraction to the many visitors who besieged the booth day after day. There were combination coal heaters and electric ranges also shown, and heaters for grates and portables that were

(*Continued on page* 54)

Sunnysuds

Electric Washer and Wringer

A Remarkable Washer At a Remarkable Price



No wired home need be without an electric washer and wringer. The remarkable price of the Sunnysuds places it within reach of all. Retails at only $150. (Winnipeg and the West, $165). Think how such a dependable, standard-size, sure-action, all metal electric washer at such a price appeals to a woman. Sunnysuds value is really remarkable. Compare it with any washer—at any price.

Take advantage of the exceptional opportuniiy offered dealers by the Sunnysuds. Dealer appointments are still being made. Send application to-day.

Onward Manufacturing Co.
Kitchener, Ontario

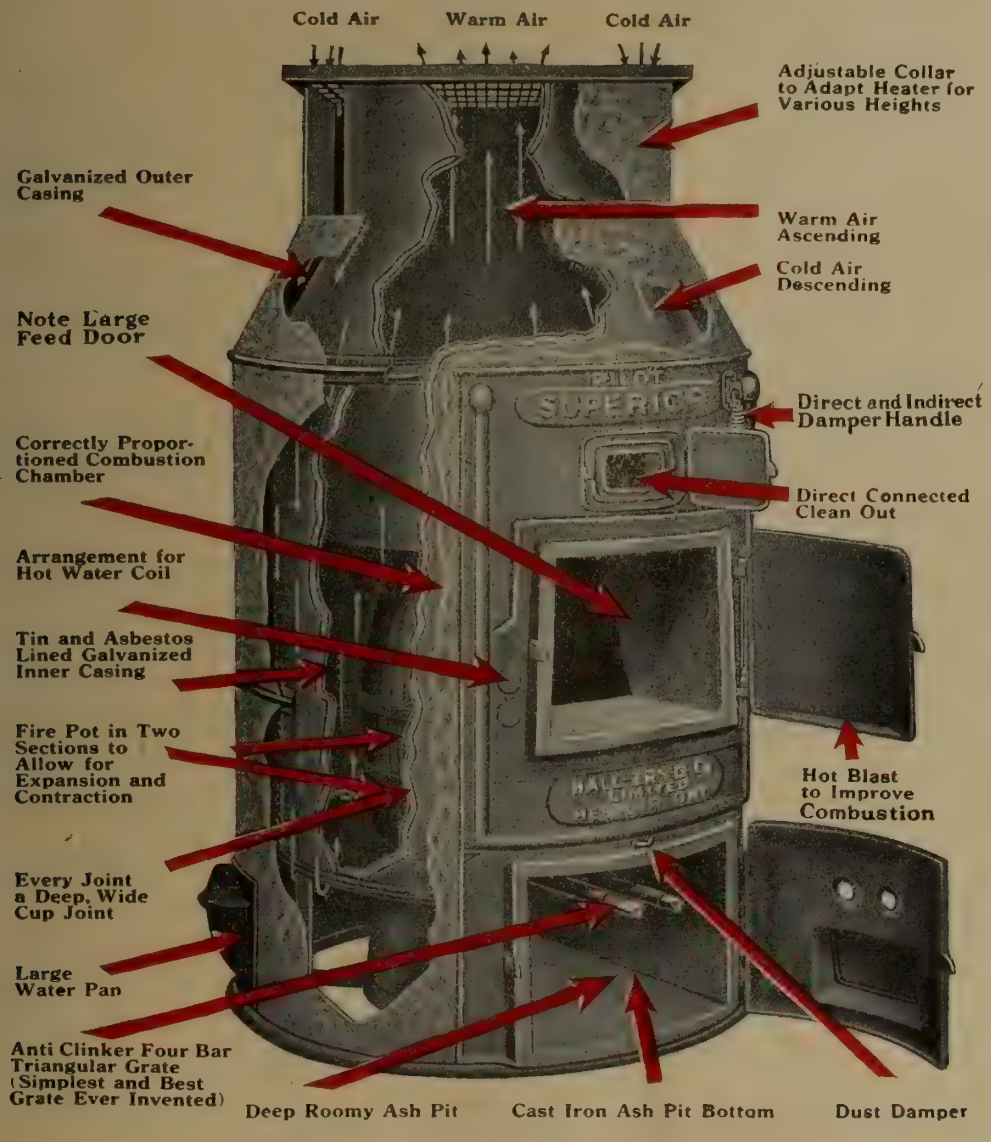
Retail Price
Only $150
Winnipeg and the West $165

COUNT THE RED ARROWS

THEY POINT TO NINETEEN BIG SELLING FEATURES IN THE NEW 2400 SERIES

PILOT SUPERIOR PIPELESS FURNACE

WITH CAST FRONT and EXTRA LARGE FEED DOOR



Add to these points the fact that the "Pilot" Superior Pipeless is easy an inexpensive to install; only one opening to be cut in the floor; no network of pipes; cold air is removed from the house, not the cellar, keeping fresh, moist, warm air circulating, a protection against coughs, colds and sore throats; keeps the floors warm so that children may safely play on them, and leaves the cellar cool for storage.

The "Pilot" Superior Pipeless burns hard coal, soft coal, coke, wood or natural gas. The construction with inner and outer casings and asbestos linings insures cold kept out and warmth kept in.

The house is heated throughout with an abundance of heat; 25% of your fuel is saved.

Hundreds of new homes are nearing completion. Hundreds of old homes are being re-modeled. They are all good prospects.

We co-operate with you in order to secure the business. Write for particulars of our plan.

The HALL ZRYD FOUNDRY Co., Limited

Hespeler - Ontario

Western Branch: Post Office Box 687, Winnipeg, Man.

PROMOTING SALES AT COUNTRY FAIRS

Some plans Used to Advantage by Hardware Merchants in Interesting Farmer Customers in Goods Displayed at Fair Exhibits.

By Perry F. Nichols, in National Hardware Bulletin

An old-fashioned county fair is the best place in the world to promote sales—both directly and indirectly.

These fairs—and similar community events—bring together large crowds that include practically every family in your trade territory.

And the crowds are in the right humor to be favorably influenced by an exhibit or demonstration of your merchandise.

They come partly to be amused, partly on a sightseeing trip, but chiefly to relax—to forget for the moment the daily grind of the farm and home and to meet and talk with their friends.

The merchant who has the genuine interest of his community at heart finds it easy to interest such a crowd in the goods he has on display.

Many sales will be made on the grounds; others will come to the store as the result of interest and desire aroused by seeing the merchandise demonstrated; and still others will be made in the customers' homes as a result of circularizing and making personal calls on live prospects uncovered at your exhibit.

Many Sales Made

Merchants who exhibit at such fairs estimate that from 25 to 50 per cent. of those who express an interest in an article eventually buy.

Of equal importance is the indirect return in the form of good will engendered through contact with patrons not necessarily on a business basis.

Old friendships are strengthened and new ones formed. You get a renewed understanding of the folks who make up your community and they come to think of you as a man as well as a merchant. Bonds of common understanding and sympathy are formed which are beyond price.

Some fairs, of course, have deteriorated into mere carnivals with all manner of cheap shows and gambling devices which, as one merchant says, "most folks attend through curiosity to see how bad they are."

Such a fair obviously is of no benefit to anyone but the proprietors of the shows. But the old-fashioned kind—which is in reality a monster picnic—is unsurpassed in sales opportunities.

Your Booth of First Importance

In planning a fair exhibit the first point to consider is the display space—or booth—and the merchandise to be exhibited.

The physical make-up of the former is generally predetermined by the construction of the building in which exhibits are held. But much can be done through artistic decoration to make it attractive. Don't hesitate to spend the money necessary for plants, banners, flowers, bunting, crepe paper, carpets, price tickets, and other equipment needed to give your booth a pleasing appearance.

If you can possibly provide space for them, include several easy chairs.

Practically every item in the hardware line is suited to such displays. The best articles, however, are those susceptible of demonstration—vacuum cleaners or washing machines, for example.

Larger items like the latter are usually arranged in the booth much as they would be on the floor in your showrooms. Smaller items like tools should be displayed on panels and household wares on tables or pedestals.

Just as shiny ware, like aluminum or white enamel, makes an attractive window display so does it make a good fair exhibit. And just as motion always attracts attention to a window so does it to the fair booth.

Some merchants have found it most satisfactory to concentrate on one line. The Vertner Hardware Company, Sidney, Ohio, for example, have found they can obtain the best results by exhibiting stoves only.

Demonstrable Goods Are Best

In deciding what merchandise to exhibit remember that anything which can be demonstrated has more interest arousing appeal than other items and that a demonstration will almost always attract a crowd.

Practically any demonstration which will work well in a store is just as serviceable as a booth attraction. Brockville Hardware Company, Brockville, Ontario, found it effective to suspend a kettle from the ceiling so that it hung about eight inches above the lighted burner of an oil stove. The water quickly boils and the steaming kettle hanging in this position is an unmistakable demonstration of the heating qualities of your oil stove.

Manuacturers of most specialties have demonstrations which have been carefully worked out and which will go over well. When possible secure a factory demonstrator for these, although one of your own force can easily learn to put on any demonstration.

Other Ways to Get a Crowd

There are many ways of supplementing an artistically decorated booth and an interesting demonstration as attraction cards.

One of the most common and one that always works is to give away souvenirs. If you have something useful and a little out of the ordinary, the visitors will be numerous.

Some merchants have found it advisable to register those getting souvenirs. This practice avoids giving two to one person and also gives a good list to check up your mailing list against.

Good souvenirs include: thimbles, fans, fly swatters, shoe buttoners, yard sticks, bill files, wall match boxes, memorandum books, pencils, trick locks, balloons, whistles for the kids, merchandise models such as are supplied by certain manufacturers, and flour sifters.

Many dealers use the newspapers and the mail to advertise their exhibits preceding the fair. Demonstrations are mentioned and a cordial invitation is extended to make the booth one's headquarters.

Popp & Wolf Hardware Company, Saginaw, Michigan, have found it stimulates attendance at their exhibit to have a reliable man place a neatly printed handbill in each automobile on the fair grounds.

L. Thorne & Sons, New Albany, Indiana, use this plan: For a month preceding the fair a numbered ticket is given with each dollar's worth purchased. Numbers are drawn at the booth during the fair, holders of the lucky ones receiving prizes of $50, $25, $10, two of $5 and five of $1.

Another plan is to distribute numbered cards through the crowd, followed by a drawing of corresponding numbers, the holders of the lucky card receiving a useful prize—a Pyrex baking dish, for example.

Keep a List of Prospects

Although it is better not to urge visitors to buy, orders may well be taken from prospects who want to leave them. But by all means keep a list of those who express an interest in the merchandise you're demonstrating.

Send the names of those interested in their respective products to manufacturers with the request that the prospects be circularized. Follow them up yourself with personal letters and calls.

Don't let your anxiety to sell goods and line up prospects blind you to the equal importance of the fair as a place to get better acquainted with the people of your community.

As one very successful merchant says: "Although we sell a good many dollars worth of merchandise as a result of our fair, I believe that our greatest gain comes from meeting the people of our community face to face and being able to talk over matters af common interest under more favorable conditions than are likely to be had at any other time. This personal contact builds a feeling of mutual confidence and good-will that can be established in no other way."

THE GOVERNMENT'S CONVERSON SCHEME

The attention of the holders of the five and a half per cent war loan bonds maturing December 1, 1922, is directed to the offer of the Minister of Finance to renew the loan on favorable terms. The last Canadian loan was placed in New York at a satisfactory price. The Minister is making his present financial operation entirely a domestic one by offering to exchange the maturing bonds for new bonds bearing the same rate of interest, running for either five years or ten years as the bondholders may prefer. A further inducement to the investor is that he receives a bonus of one month's interest. The terms offered are decidedly favorable to the investor and it is probable that a large part of the maturing loan will be renewed. Arrangements for the exchange of the bonds can be made at any branch of the chartered banks. Holders who do not wish to reinvest will be paid in cash on the 1st December.

HERE'S A GOOD SUGGESTION

A Detroit hardware dealer was carrying an account that was overdue, the customer having ignored numerous requests to come in and settle up. Finally the hardware man added a fictitious item to the man's bill in his monthly statement, "To six hammers at 85 cents each, $5.10."

A day or two later the man came in, visibly annoyed.

"You've charged me here for half a dozen hammers," he asserted, "and I've never bought a hammer in my life—either here or anywhere else."

"That's funny," said the dealer; "there must be a mistake somewhere. We'll just deduct $5.10 and you can pay the difference."

The customer acted on the suggestion and went away, happy that he had escaped an overcharge.

ADVERTISED LINES IN DEMAND

The codfish lays a million eggs,
While the helpful hen lays one,
But the codfish does not cackle.
To inform you what she's done.

And so we scorn the codfish coy,
While the helpful hen we prize;
Which indicates to thoughtful mind
That it pays to advertise.

ITEMS OF EXPENSES IN RETAIL STORES

These are the latest figures on various items of expense in the principal branches of retail trade. They represent the common experience in percentage of net sales.

Items of Expense	Kind of Store: Grocery	Drug	Hardware	Furniture	Men's Clothing	Shoe	Jewelry	Department Store
Rent	3.07%	4.02%	3.41%	5.04%	3.04%	3.21%	4.98%	3.24%
Salaries	8.46%	10.95%	10.11%	9.73%	9.49%	10.51%	10.96%	9.65%
Advertising	1.83%	2.76%	1.12%	3.72%	3.16%	2.65%	2.85%	4.67%
Heat and Light	.39%	.69%	.43%	.92%	.62%	1.10%	.61%	.54%
Delivery	2.53%	.51%	.91%	.94%	.65%	.46%	.09%	1.02%
Supplies	.37%	.36%	.60%	.41%	.43%	.30%	.89%	.38%
Insurance and Taxes	.58%	1.21%	.99%	1.57%	1.07%	1.03%	1.32%	1.08%
General Expenses	.45%	4.49%	2.01%	1.10%	2.31%	4.36%	3.95%	4.15%
Depreciation and Shrinkage	.76%	.47%	.52%	2.14%	2.16%	.50%	.95%	1.11%
Bad Debts	.47%	.19%	.31%	1.94%	.34%	.10%	.21%	.21%
Percentage Total Expenses to Sales	18.91%	25.65%	20.41%	27.51%	23.27%	24.22%	26.81%	26.05%

Purity
98-99% Pure Aluminum Used

Reliability
Any Article Replaced if Defective Without Cost

Durability
Will Last a Lifetime

$50
Complete With Window Display



This Display Sells Oakville Aluminum

Oakville Aluminum, so easy to clean, so light to handle, is quickly sold when displayed in your windows as here suggested.

Oakville Aluminum lasts a lifetime, is sightly and handsome and a very profitable line to handle. Highly polished, and sun-ray finish inside.

Write at once for the assortment here illustrated.

The Aluminum Ware

RICHARDSON & BUREAU, MONTREAL, Agents

"Will Outwear



The New "Oakville" Handle

1. Fits snugly under the bead without cracks or openings for dirt or germs to lodge.
2. Convenient, handy design with generous hole in handle for hanging.
3. Cool, sanitary; fits the hand; rounded grip.

Oakville Tea Kettles and Tea Pots

The welded spout on Teakettles and Teapots is one of the new strong selling features of Oakville Ware.

Oakville Aluminum in quality, workmanship, finish and all-round saleability are at the top of the market.

Send for a copy of our new price list just out

Manufacturing Co., Limited

OAKVILLE, ONTARIO

Any Ware"

WINDOWS *that* ATTRACT CUSTOMERS TRADE

Show Cards and Price Tickets Attract Attention and help make sales—Suggestions for Cards—Some Hunting and Sporting Goods Displays.

By A. G. Kenny and E. A. Dench

Hardware dealers who wish their window displays to prove an able supplement to their other advertising have found that appropriate printed cards convey excellent selling talks when placed at points where passersby cannot fail to see them. After being properly placed it is the cards' duty to drive their message home and move the goods they describe.

Crudely formed lettering detracts from the neat appearance of the displays, but diligent practice usually enables an amateur to prepare suitable placards in a short time. An employee possessing talent along this line can add immeasurably to the pulling power and attractiveness of the windows.

Two colors of ink can be made to produce striking impressions upon the human eye. Red and black, for instance, can be used so as to produce a pleasant contrast and, at the same time, convey to the reader the message it was intended to impart.

One hardware dealer who has achieved unusual success with window displays employs only red and black inks in preparing the cards that "talk" the goods in his windows.

Some of the cards this dealer has used might not be awarded prominent places in art collections, but hundreds of other hardware dealers will readily appreciate the strong appeal these cards exert when used in connection with attractive displays of merchandise. His success is certainly attributable to his skill in preparing snappy sales talk for his cards.

For instance, this hardware dealer placed one card in each of his two display windows, each card being designed so as to contrast with the other.

One of these cards read:

ARE YOU WELL

supplied with tools that possess more than average durability? This display contains the best tools ever offered by us.

The opposite window, containing a large display of garden hose, housed this card:

ARE YOU SICK

of watching your grass, flowers and garden shrivel because of lack of moisture? This display will assist in selecting what your premises need. Come in and talk it over.

This combination of cards sold more merchandise than any previous display lacking this element of contrast, and the dealer immediately began a series of experiments along this line. Several days later he prepared two new cards. They were suspended from the ceiling by wires, covered with bright tinsel. Again passersby crowded about the windows to read the smaller type to which the "catch-lines" of bright red letters attracted them.

One card read:

ARE YOU MARRIED

to a woman who appreciates labor-saving devices? You'll find several articles in this window that will delight her.

The card in the opposite window read:

WANTED — A WIFE

who knows her husband likes a pocket knife that is always ready for service. We have reduced our prices on cutlery, but quality never varies here.

These cards, inexpensive and not artistically decorated, stopped the majority of passersby during a period of forty-eight hours. Before they became "stale" the dealer removed them and substituted another pair.

One card warned:

DON'T GO HOME

without a pair of these roller skates for your youngster. Your popularity will receive its best boost of the year and you'll never be able to buy cheaper.

In the opposite window:

PHONE YOUR WIFE

that you're bringing home that new carving set for which she has been longing. These sets are guaranteed—and the price will be a pleasant surprise.

Another good combination used by this dealer was:

DON'T BUY ANYTHING

from this window unless you want the best ammunition we've ever offered hunters. If your're looking for the best, you've found it.

In the opposite window:

YOU'VE BEEN CHEATED

out of your share of life's pleasures if you haven't owned one of these automatic rifles. They're going fast at this price.

Of course, one display cannot keep customers coming back to the same window day after day. After a time the best window displays will pall on the people who see them daily, and for this reason progressive dealers change their windows frequently.

Local conditions must determine the frequency with which displays are changed, but the displays that are properly prepared can attract a surprisingly large number of customers if assisted by cards that compel people to look the second time.

HUNTING THE HUNTER A WINDOW DISPLAY SPORT

By Ernest A. Dench

Although I have never used a gun in my life, the displays of hunting accessories that I saw on a recent Canadian trip were so alluring that I was almost tempted to indulge in this fascinating sport.

I was impressed the same in whatever city I left the C.P.R. to visit, whether by the St. Lawrence at Quebec or on the edge of the Pacific Ocean at Vancouver. This is quite a tribute to Canadian hunting displays—and shows that Canadian retailers are thoroughly alive to the possibil-

ities of their wonderful country as a sportsman's paradise.

I am sure, too, that these examples will offer you some good ideas for your own hunting displays this fall.

THE HUNTING CAMP

Brousseau and Frere, Quebec, arranged their window display as a typical hunting camp. The hunter, a life-size cut-out in cardboard, was cleaning his rifle outside a crude shelter, constructed with birch bark and spruce boughs. He was surrounded by boxes of ammunition of all kinds. The back-ground, long which little spruce trees were planted, partly concealed little wild birds and animals, all of them in life-like poses. The floor was carpeted with Autumn leaves and moss. On the floor down in front was a varied display of such articles as hunting knives, compasses, thermos bottles, flashlights and other camp accessories. A streamer in rustic lettering fastened to the window glass was captioned: "Camp Brousseau".

FEATURING THE PUP TENT

E. W. Howe, Ottawa, hung a folded pup tent on the side wall of his sporting goods window. A sign attached to the tent was worded:

"Pup Tent, $3.75. A one man tent and raincoat combined. Just the thing for the hunter."

WHERE WILD DUCKS CONGREGATE

The Kingan Hardware Company, Peterborough, was responsible for a very realistic display. A large tank sunk into the window floor was filled with water, with wild growths planted along the banks. It was a body of water such as where wild ducks were most likely to hide. Standing among the thick undergrowth was the celluloid figure of a boy, about three feet high, with a gun on his arm, raised as if he was taking aim. Both the ceiling and the background were decorated with latticework.

HUNTING ATMOSPHERE

Rice Lewis and Sons, Toronto, floored their hunting display with march grasses, with cartridges, hunting boots, guns, etc., laid here and there in apparent confusion. The sides and rear of the display were enclosed with tall reed grasses. Khaki breeches, hunting bag and hunting coats comprised the articles hung on the grasses. At the rear centre, just above the grasses, was a wild duck flying over the marches.

THE LIVE ANIMAL EXHIBIT

J. P. Hammill, Guelph, made his display life-like by the introduction of a tame red fox, who was allowed to roam at will among the traps and hunters supplies displayed in the window. During the hunting season interest was sustained by substituting live rabbits and cavies all in turn. No one kind of animal was in the window more than a few days at the most. These pets were loaned by a local pet stock store.

THE HUNTERS AT WORK

Ashdowns, Winnipeg, had a painted background of the marshes against the Autumn moon. Branches of red foliage were hung both at the top and sides of the painted backdrop. On the floor towards the rear was a papier mache cut-out of a large row boat, with the cut-out of a hunter in a khaki coat and hunting boots, standing up and taking aim at the wild ducks. Another figure of the well-known Velvet Joe type, was seated at the other end of the boat looking in the direction of the painted marshes. In front of the boat was a border filled with real marsh weeds and undergrowths, with celluloid ducks—decoys—stationed here and there among the foliage. There was a display of hunting accessories on the floor down in front. Cards delivered the following convincing messages:

"Going Shooting? Better prepare now, as the season opens September 15."

"Everything necessary for a successful Duck Hunting Trip Equipment of the Better Kind."

Ashdowns believe in backing up their window displays with timely newspaper announcements. The duck hunting season was given a three-column twelve inch advertisement, run in one of the afternoon dailies. At the top of the ad was the sketch of a hunter in the marshes taking aim at a flock of wild ducks. Beneath this the introductory matter ran:

"DUCK SHOOTING SEASON OPENS SEPTEMBER 15th

Just a few days now—better select your equipment before the last minute rush. Our Sports Department is showing a complete array of everything necessary for your duck shooting trip."

The remainder of the space was taken up by concise descriptions of the various accessories needed for a hunting trip. Here is one such example with only the prices omitted.

"Take along a Thermos Bottle. With a Thermos Bottle on your trip you can have a hot drink when in your canoe. All duck hunters know what a piping hot drink means after several hours in a marsh."

EVERYTHING FOR THE TRIP

Charles E. Houlding, Saskatoon, exhibited an opened khaki tent at the rear centre of his display. A blanket covered the floor inside the tent. Just outside the tent was a brand new frying pan, with straw around it to indicate that it had just been unpacked. A new knife, fork and Spoon reposed in the frying pan. At each side white birch trees were planted. Several outdoor caps and coats were hung on the branches. Green wood shavings covered the window floor, with an empty bottle of beer and an empty cartridge carton side by side. Unopened cartridge cartons, with decoy ducks, were placed elsewhere. At the front centre was a camp cookstove equipped with new pots and pans. A card leaning against the stove announced: "Game Licenses issued Here." Guns were placed against the window glass:

PUSHING SHELLS BY THE CASE

The Northern Hardware Co., Edmonton, devoted the rear half of his window to wooden cases of cartridges, one case stacked above the other. A card made the following proposition:

"Get your prices on loaded shells by the case."

However, small purchases were taken care of down in front, where there were stacks of cartridges in small cartons, backed up by the sign as below:

"Loaded Shot Shells bring down the ducks."
Get Your Supply Here."

CLEVER WINDOW CARDS

Lisle Fraser, Vancouver, also had a window drive on shells. The window was occupied by stacks of cartridges in their wooden cases, in addition to smaller stacks of shells in cartons. Some of the shells were turned loose at the centre, with showcards here and there emphasising different points. Here are three such examples:

"These shells are good. They do advertise.

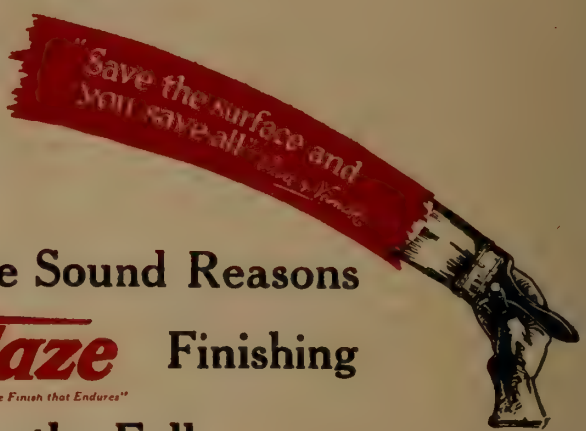
"A Bird in every Shell'—and there is."

"But you must hold the gun on to the bird to make the promise good".

"—Shells are very fast and hard hitting."

Registered Floglaze

"The Finish that Endures"





There are Five Sound Reasons Why Floglaze Finishing Pays in the Fall

REASON NO. 1

In the fall the surface is thoroughly dry. During the spring a surface which needs repainting is sure to contain moisture and dampness or frost and it cannot be successfully painted until it has thoroughly dried out.

REASON NO. 2

In the fall the wood is dry and absorbs more of the paint. The paint penetrates deeper into the wood therefore getting a firmer hold on it, giving the paint coating greater tenacity, holding and wearing qualities.

REASON NO. 3

In the fall the weather is more settled and uniform and is warmer. This gives excellent painting conditions. Paint cannot be as successfully applied in the damp, unsettled weather conditions of spring.

REASON NO. 4

A house needs its protecting coat of paint more in the winter months than at any other time. A house in need of repainting should never be allowed to go over the winter without this protection. It also needs protection against the dampness of early spring when paint cannot be applied.

REASON NO. 5

It is easier to keep moisture and dampness out by applying a coat of paint when the surface is dry than it is to get moisture or dampness out of wood when you want to apply paint.

THE IMPERIAL VARNISH & COLOR CO. LIMITED

HEAD OFFICE TORONTO CANADA

MONTREAL WINNIPEG VANCOUVER







Here are the Seven

Registered Floglaze "The Finish that Endures"

Money-makers for Merchants For Fall Business





Registered Floglaze "The Finish that Endures"

Home and Farm
Exterior Surfaces
Art Shades
Velvet Finishes
Porch and Veranda
Lac Shades
Auto Finishes







Registered **Floglaze**

"The Finish that Endures"

THE IMPERIAL VARNISH & COLOR CO. LIMITED

HEAD OFFICE TORONTO CANADA

MONTREAL WINNIPEG VANCOUVER

PROFITS IN PAINT FOR HARDWAREMEN

Carl W. Dipman, in "Good Hardware" says Hardware Dealers should Multiply the population of Their Community by two in order to get in dollars the Possible Sales of Paint—Are You Getting Your Share?

There was once an old time Missouri hardware dealer who had a few rusty cans of paint on his back-room shelf. Along came a clever salesman from an up-to-date paint house and sold the dealer his proposition. He put in a stock of a well-known line and then the salesman put into operation in the sleepy Missouri town all of the forces of modern pain retailing. In a month the salesman returned, whereupon the dealer replied, "I don't like your new fan-dangled paint proposition. The people come and take the dern stuff away so that I am always out of stock."

Happily those days in the paint and varnish business are past. To-day every hardware dealer wants just that kind of turnover. Unless the people come and take the "dern stuff" off his shelves he throws out the line and puts in another.

Determining Your Share

Here's an easy way of determining whether you are getting your share of the paint and varnish business. It has been figured out that about two and one-half dollars' worth of paint and varnish for every individual in the United States passes through retail channels. So you can take the total population of the community you serve, multiply it by 2½, and that figure will represent in dollars the approximate paint and varnish business that normally goes through the retail stores of your city. Suppose your store is located in a town of five thousand, and in addition you have a farming population of another thousand. The approximate paint and varnish business done by the retail stores in your town then should be about $15,000. If there are three stores selling paint, your share would then be $5,000 each year. In a good rural community it should be much higher. f your business is under $5,000 call your clerks together and organize a paint and varnish drive to get the business that is legitimately yours. If it is over $5,000, call them together just the same, congratulate them on your splendid showing, and tell them now that you have the jump on your competitors you expect to widen the gap between you and the trailers. You have no right to brag about your paint department until you do a business of $1 for every man, woman and child in your community.

There is hardly a line in the hardware field that offers better prospects for continuous growth and increasing profits than paint and varnish. Your sales of pots and pans depend very largely on how rapidly the ones your customers are now using wear out, and people very generally use pots and pans in about the same quantities and same manner now as they did a generation ago. But when it comes to paint and varnish the uses are constantly increasing and every man, woman and child uses about four times more now than a generation ago.

Per Capita Consumption

The total consumption of paint and varnish at wholesale prices for every man, woman and child in the United States during the past few decades was as follows: In 1860 it was less than 25c each year; by 1870 it had more than doubled to 55c per year; in 1880 there was but a slight increase to 60c; in 1890 the consumption capita jumped to 85c; in 1900 to 93c; 1910 to $1.25; in 1915 it reached $1.60 per capita; and in 1920, $3.90. In spite of a business depession in 1921 and a decided decline in the price of paint, the paint and varnish consumption in dollars and cents in 1921 remained about equal to the 1920 figure, while the gallonage and tonnage increased. Even hard times cannot interfere with the rapid growth in the amount of paint each man, woman and child uses each year, and the 1922 figures so far smash all previous records.

These figures apply to the whole paint industry and the portion of the 1921 figure that passes through retail stores is roughly $2.50 per capita, as stated in the opening paragraphs. The accompanying chart presents this per capita growth graphically.

There are many forces at work which tend to increase the per capita paint consumption. First of all there is a greater appreciation on the part of the general public of the need of conservation. With a decreasing lumber supply, high repair and replacement costs, people have found it is cheaper to paint than not to paint. The property owner realizes then that it is not a question of whether he can afford to paint, but can he afford not to paint.

Then the force of civic and personal pride drives many property owners to paint. In many communities the man who does not paint his buildings is often looked upon as an undesirable citizen wanting in civic pride, and the sheer force of public opinion and personal pride drives him to paint, and in some communities, as in the fashionable suburbs of most large cities, many people paint their residences every year. An unpainted property on a street detracts from the beauty and value of all the property.

Paint Helps Sanitation

The growth of popular education, too, makes for increased paint consumption. People now insist on comfortable living surroundings and they have learned the importance of color and contrast in making those surroundings attractive. A better knowledge of sanitation has influenced many people to paint, especially interiors, as a protection against disease.

So the hardware dealer can well afford to take a greater interest in his paint department, for the fundamental forces that have been responsible for the growth of the paint business are at work to-day as never before—and not only are they at work, but they are well organized and find expression and promotion through schools, town improvement societies, clean-up and paint-up campaigns, and through the allied paint and varnish manufacturers' "Save the Furface" campaign.



We Intend to make these Three Months Busy Ones

Get Ready Now to Co-operate

You know what the "Save the Surface" Campaign did to keep Paint and Varnish sales up during the dull year of 1921.

You know what it has already done toward making 1922 the greatest Paint and Varnish year. Then you know that all pulling together we can make the Fall a big, busy Paint and Varnish season.

A special advertising campaign featuring the advantages of Fall Painting in general and Barn Painting in particular will be run during the next few months. These advertisements will prove a great stimulus for a record breaking Fall season. Crops are good and money should be plentiful. Get ready now to co-operate. Make special window displays. Use your local papers to point out the advantages of Fall Painting.
By united action we can make these next three months big paint and varnish months.

SAY TO YOUR TRADE—"DON'T PUT IT OFF—PUT IT ON."



SAVE THE SURFACE CAMPAIGN
43 St. Sacrement St., Montreal


S-W-P
"Save the surface and you save all" Paint & Varnish
The Sterling Mark
THE "Cover The Earth" trade-mark is everywhere regarded as a guarantee of better paints and varnishes—as significant to the purchaser as the sterling mark on an article of silverware.
Paint users in every community know this. And the satisfaction they have obtained through the previous use of
SHERWIN-WILLIAMS
Paints and Varnishes
is an important influence in determining their choice when buying paint again.
The Sterling Mark "COVER THE EARTH" quality will mean more business for you. If its value appeals to you write for particulars of our agency proposition.
THE SHERWIN-WILLIAMS CO.
of Canada, Limited
PAINT VARNISH & COLOR MAKERS
LINSEED OIL CRUSHERS
FACTORIES MONTREAL TORONTO WINNIPEG LONDON ENG.
OFFICES & WAREHOUSES MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER HALIFAX N.S. LONDON ENG.

Steady Demand for Paint

The paint and varnish business is in for a big growth and the per capita consumption is going to keep increasing steadily. The hardware dealer who doesn't develop his paint and varnish business is not only passing up a fine profit in a fast growing department, but is passing up an opportunity of serving his town and community as well. There is hardly a line in which sales and profit can be built up more quickly than in paint and varnish. It is just as a hardware dealer told me recently:

"It seems the paint idea is catching. If I sell a house job to John Smith, next week some of Smith's neighbors will be in to buy paint. If I sell a can of varnish to Mrs. Jones, for her kitchen table, in a few days some of Mrs. Jones' friends are in for some of the same kind. I don't know of any other line where 'business breeds business' so quickly as it does in paint and varnish."

But what we are primarily interested in is to consider practical suggestions that will help make more money for the retail merchant in the paint and varnish department. While there is still a good brisk fall business ahead, yet the average dealer's stock is low at this time of the year. Now is the time to turn the search-light on your paint department to see whether you are on the right track; peculiarly suited to your community; whether you are handling the right line to meet the needs of your customers; whether you are failing to make money because of the accumulation of unsalable stock; are you promoting the business as vigorously as it deserves? The success you make depends to a large extent on the way your present proposition stacks up to your needs. Maybe your whole proposition needs revamping. Now is the time to think about it.

Necessary Fundamentals

It is impossible to outline all of the factors of a successful paint proposition, for the details vary with the particular demands of the community. There are, however, certain fundamentals that need to be observed without which no paint department can make money. One great consideration is service. You must both **give** and **get** service. It is impossible for a dealer to carry a paint or varnish for every conceivable demand or job. The first essential then is—Be **close to your source of supply**—either a jobber, warehouse, or factory. You cannot give the necessary service if your paint has to be shipped half way across the continent for your "fill-in" and special orders. If you carry a stock sufficiently large to meet all emergencies your overhead will eat up your profit. In selecting your line let the speed with which you can get "fill-in" orders be one of the major considerations.

Stock and turnover very largely determine whether a dealer makes money. There is perhaps no other line of hardware that requires such careful stock keeping as paint and varnish. First there are several classes of paint and varnish. Each is put up in from one to three dozen colors. Each color is put up in from one to six different sizes, thus multiplying the dangers of the accumulation of unsalable colors and sizes. It is the accumulation of these dead sizes and colors that often absorbs the profit in the paint department. The dealer must bear in mind that he does not really make profit on a given order of paint **until the last cans are sold.**

The Profit is in the Last Can

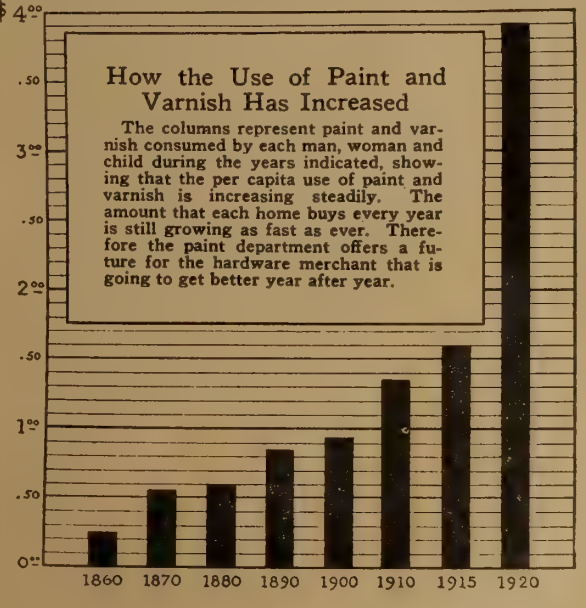
Let us suppose a dealer buys 15 cans of paint at $1.00 each. He marks them to retail at $1.50. In selling them his profit does not really begin with the first can. Obviously he must sell the first ten cans before he gets his original investment back ($15). If his cost of doing business is 20 per cent. (in many stores it is higher) he must sell cans 11, 12 and 13 before he covers his cost of doing business. His real profit therefore begins with the **sale** of the 14th can, and he does not really make a satisfactory profit until he sells both 14 and 15. Now if this order is carelessly bought and 14 and 15 are unsalable shades or sizes, they became shelf warmers, are thrown about for a long time, become rusty, disfigured or hard in the package, and are eventually thrown out or sold for a trifle. He then makes no money on this entire bill of paint. It is because of the failure to sell the **last cans** that so many dealers fail to make money in their paint department. The only way to make sure you sell the last cans is to make sure you buy right in the first place.

Pointers in Choosing the Line

So, in choosing your line, make sure that it is compact and reduced to the minimum of sizes and colors, yet at the same time meets the demands satisfactorily. Be sure not to duplicate lines or kinds of paint. One sure way to make a failure of the paint and varnish department is to try to handle everybody's goods, thereby increasing your investment, paralleling lines, slowing down your turnover, and piling up dead shades and sizes. The ideal to work toward is to keep the line down to the minimum number of shades, but make sure that you can take care of the regular demands of your community. Then stock these shades liberally. Avoid all paralleling of lines. It might be put this way:

A dealer will succeed in the paint and varnish business in direct proportion to the degree that he keeps his lines, shades, and grades down to a minimum and his turnover up, but without the loss of any appreciable amount of business because of inadequate stock.

The quality of the line is, of course, a big consideration. But there is another requisite—namely, that the quality be known in the community. When a man buys a shovel he is able to use his own judgment as to its quality. He examines the handle to see there are



no knots; he sees that the rivets are secure; and that the steel looks durable and is without flaws; he leans on it. On the basis of his own judgment he either buys or refuses to buy. But when he buys a can of paint he literally buys "a cat in a bag." He doesn't even see what he buys. If he should see the paint it would mean nothing; for a poor paint or varnish looks very much like a good one.

Handle Well-known Brands

So the confidence he is going to place in that paint will depend entirely on the label. Therefore, it is absolutely necessary that a well known line be handled, and, inasmuch as paints and varnishes are perhaps the most widely advertised goods in a hardware store, people have their own notions about the line. So other things being equal, the paints and varnishes most favorably known in the community are the best to handle.

Inasmuch as paint and varnish sales so readily respond to promotion, another big consideration is the help you get from the manufacturer or distributor in their re-sale. We cannot enter into a discussion of the merits of the various ways of retail promotion. Each manufacturer has worked out his own system. Study the co-operation offered by the various manufacturers and select that which best meets your local needs.

Paint Breeds More Business

One feature of a paint and varnish proposition that has received more consideration from both manufacturers and dealers than it deserves is the exclusive agency feature. Especially is this true in towns of more than 10,000 population. If there were only one good line of paint, to have that agency at the exclusion of other dealers might react favorably. But there are many good well known lines. Paint business breeds more paint business, and the more of a certain brand there is scattered through a community the more widely and favorably it becomes known and the demand is increased in geometric proportion. Now certainly two, three, or a dozen dealers will distribute more paint than one dealer, hence proportionately more business will be done by each.

FIRE INSURANCE ARGUMENT SELLS PAINT

By Chas. M. Anderson

For months I had been trying to get "Pink" Stone to paint his old house. It surely needed it. Looked like it hadn't been painted since it was built—back in the 90's.

But "Pink" kept putting me off. Said it could wait awhile.

One day I stopped him as he passed my store. "How about an insurance policy on your house, Pink," I called to him.

He looked at me in surprise. Thought probably that I had taken on a line of insurance as a side-line to my paint business.

"Why, I've got that house insured," he explained.

"Against fire? Yes, you probably have," I continued. "Against decay? Isn't it just as good business to insure your house against decay as against fire loss?"

"Yes, I suppose it is," he replied. "But that's a new one on me. An insurance policy against decay!"

Then I explained. "A coat of this paint," picking up a can of good house paint from the shelf, "is your policy—your protection against the ravages of weather and decay."

"It does more than merely protect, too. It is a protecting coat of beauty."

"That's a good one!" exclaimed Mr. Stone. "But you are right, at that. Let me see one of your color cards."

The result of it was that "Pink" Stone's old house one day blossomed forth in new dress. It looked like a new house. Probably felt new, too. And because of the new coat of paint, it is due to maintain its position among the "respectables" of our town for a good many years.

DON'T SELL FROM COLOR CARDS ALONE

When a customer comes into your store and asks to see a color card of house paints, watch your step—especially if he is a stranger.

Too many people still buy their paints from color cards—meaning that they decide on a certain color, then start out and take the first paint they can get that color in.

If you don't happen to have the exact shade the customer is looking for, it's time for a sales talk. Tell him about the quality of the paint you handle, about the reputation of the manufacturer; show him the sample panels and tell him the number of satisfied customers you have throughout the city. Warn him of the possibility of finding his desired color in a cheap paint, which will bring dissatisfaction later, especially since he is so particular.

Very often he will decide that a shade once or twice removed will not make such a serious difference, and you'll get his order. Hundreds of dealers in all sections of the country have found this plan profitable.

STOCK SHEET FOR ORDERING

The Stambaugh-Thompson Co. of Youngstown, Ohio, uses a stock sheet that gives them real information. A double column is provided for each item, one showing the quantity bought, the other, the quantity sold. An inventory is usually taken at least every two weeks.

This system shows which are the good sellers, as well as showing up the slow moving articles, enabling this dealer to balance his stock so he will always have a good stock of the better selling merchandise and keep the slow-movers down. This increases turnover and decreases the paint stock investment.

Besides, these cards, show what lines sell best at different seasons of the year, enabling the buyer to have his seasonable merchandise on hand when it is in demand.

SAMPLE PANELS SUSPENDED FROM CEILING

T. B. Shannon, of Iola, Kans., has developed an idea for displaying his sample panels that commands the attention of everyone entering his store.

His first move was to secure an iron pipe, long enough to accommodate all headboards and panels. The pipe itself is used for a display of interior enamels, sections of equal length being enameled in the colors stocked. This pipe is suspended several feet in front of the shelving, being attached to the ceiling by four wires.

The headboards and panels are in turn suspended from the pipe by wires. The bottoms of the panels are about two feet above the average person's head, and are easily removed for close inspection.



Multiply Your Profits

By Concentrating on a Fast Selling Line of

BRUSHES

There are many reasons why you should concentrate on one line of brushes. By scattering your purchases amongst several different manufacturers, you are complicating your problem of turnover. The styles of brushes of the various manufacturers overlap and you may show your customer several brushes all made for the same use, yet he is unable to centre his interest on any one.

By concentrating on one line you will eliminate the overlapping styles and thus cut down your investment.

The Meakins line is the one absolutely complete line of brushes on the Canadian market.

Meakins & Sons Limited

HAMILTON ONT.

Branches at: Montreal Winnipeg London Toronto Vancouver Liverpool, Eng.

decidedly enticing. An electric water heater is a good thing. It is made in three sizes.

The Renfrew Electric Products, Ltd., displayed and demonstrated their "Canadian Beauty" electrical appliances, appliances that are made to take mother out of the kitchen. Among the prominent articles shown were the No. 402 three-heat Colonial rim grill; then No. 70 Canadian Beauty percolator, a seven-cup perculator that keeps the coffee always just right; and the Canadian Beauty reversible electric toaster, which uniformly heats and toasts the bread, and serves it piping hot at the table. Hot-plates, too, were there, and all of them finished in bright, polished nickel, which greatly enhanced their beautiful lines.

As well the Renfrew Electric Products Co. made a big showing of their Majestic portable electric heaters in various sizes. Also their Majestic Sun Heat electric grates, a number of new sizes and styles being shown for the first time.

Vacueltes, Ltd., Toronto, demonstrated their wireless suction cleaner, a suction cleaner operated by its own mechanical power. Its features are quietness of operation; strong and powerful suction; strength, durability and economy.

The Hoover Suction Cleaner Co., Hamilton, made a continuous demonstration of their Hoover suction cleaner, the cleaner which operates through three different processes—beating, electric sweeping and suction. While some cleaners rely on suction, the Hoover lifts and beats the pile of rug or carpet, actually beating out the dirt and grit. The Hoover, too, with its attachments is an ideal duster, its air attachments dusting without scattering the dust. The Hoover attachments can be made to reach under and behind radiators, into registers, around fireplaces, and will clean books on shelves, in addition to doing other difficult things in the way of cleaning the home.

The Premier Vacuum Cleaner Co., Ltd., Toronto, demonstrated with their "Premier" electric cleaner, which has today some six hundred thousand users. Among its distinctive features are a comfortable pistol-grip handle; slide-on bag clamps, with jiffy-bag connection; adjusting screw to raise or lower nozzle; non-marring hard rubber casters; revolving rubber brush; 20 feet of flexible covered cord; air-cooled motor; extra wide nozzle, and handle lock nut device to adjust and lock handle at any desired position.

The William Campbell Sales Co., Georgetown, demonstrated their Automatic Rapid electric cook stove, which is operated with the same wiring and current as lights the home. It is built much on the same lines as a vacuum heater, and is a time and money saver.

The National Electric Heating Co., Ltd., Toronto, in their display made of one-half their booth a compartment for showing and demonstrating their electric open hearth and mantle grate heaters. Some of these were built on period lines, to harmonize with the furniture, and all of them are finished in every standard finish.

The National electric circulation water heater made in a number of sizes for all requirements, was the result of several years' experience in this field and is said to give high efficiency.

Heatray portable electric heaters, National upright toasters and domestic irons were all featured in this display.

Canadian General Electric Co., Ltd., Toronto, made a display both of their Mazda lamps and their "Hotpoint" utilities. Among these latter were the new curling-iron, reversible toaster and water heater. The first-named may be used for curling, waving or drying the hair. The heating unit is so adjusted that there is always the proper temperature in the tong. Without its shield the curling iron becomes a waver. The comb slipped over instead of the shield becomes a dryer.

The Hotpoint toaster is a reversible one, that is, it turns the bread without handling; and the water-heater will heat the water in the boiler for shaving purposes in one minute and give plenty of hot water for any purpose within a couple of minutes.

The Continental Electric Co., Ltd., Toronto, featured their "Royal" electric cleaner, which lays claim to being easiest to operate, most efficient, gives most service per dollar, and most sanitary to use. The "Royal" easily cleans rugs, draperies, curtains, upholstery, furniture, hardwood floors, cabinets, mattresses, bed clothing, pillows, cushions, furs, clothes, bookcases, etc. The "Royal" preserves rugs; it cleans them clear through. It has nine special features in construction, which make it a modern servant in the modern home.

The Clements Mfg. Co., Ltd., Toronto, demonstrated their Cadillac Little Ben vacuum cleaner, the electric cleaner with the friction-driven brush in the large nozzle; with its air-cooled motor; its special eight-blade fan; special dustproof oiling system; handle-stop which keeps it in position; adjusting screw for raising or lowering the nozzle; dust-bag of special fabric with inside sleeve, and rubberoid handle with patented pistol grip. With its attachments the "Cadillac" is greatly enhanced as a helper in the home.

The Canadian Electric Floor Waxer and Polisher Co., Ltd., Toronto, demonstrated the "Sun" machine, which cleans the floor, waxes it and then polishes it. This machine, patented a year ago, is operated like an electric vacuum cleaner, a couple of electrically-driven brushes and cleaners doing the whole trick. It can be operated by a child. It is the only machine of its kind that cleans, waxes and polishes.

Garton Mfg. Co., Toronto, showed their "Radiant" waxer and polisher. It has two waxers on one side and two polishing brushes on the other. The handle is simply flopped over. The waxers are detachable for filling. The machine is made in two sizes, one about a third larger than the other.

The Ideal Wringer Mop Co., Toronto, demonstrated their "Ideal" mop, the patented features of which are the handle of selected stick wood, 48 inches long; heavy cold-drawn wire frame, turned to prevent rust; live, soft Para rubber rollers; special oil-tempered wire spring; ebony-finished grip on handle; cloth-holder of cold rolled steel; patented automatic lock holder, and a cloth-lock which requires no key.

The Northern Aluminum Co., Ltd., Toronto, made an elaborate showing of their complete line of "Wear-Ever" aluminum cooking utensils—utensils clean, bright and silver-like. "Wear-Ever" utensils are not spun or cast, but are stamped, pressed from thick, hard sheet aluminum. They do not rust; they are as pure as glass or china. Being of solid metal, they cannot chip or crack, and are not affected by the weather. "Wear-Ever" utensils were shown in all styles and sizes of pots and pans, kettles, percolators, dippers, etc.

Ideal Aluminum Products, Ltd., Toronto, made an elaborate showing of their aluminum cooking utensils, covering a hundred or more different patterns and articles. Percolators, casseroles and colanders also were featured. Jelly moulds, custard cups and other baking tools attracted the attention of the housewife, and an especial play was made on the Windsor steam cooker and the four-piece combination cooker, the latter capable of being put to ten uses.

Aluminum Specialty Co., Ltd., Toronto, featured their Maguire aluminum egg poacher, an instrument for poaching eggs in a new and perfect way, admitting of no waste and no soggy toast.

The Paragon Dishwasher was demonstrated as a most useful household utility, eliminating the sloppy, dirty, old-time way of cleaning dishes. The machine washes, sterilizes, dries and stores the dishes.

I. Lunnenfield, Brantford, exhibited the "Simplex" dustless ash sifter, which works like this: Fill the receptacle at the top, close and lock the bar across lid, and rock the upper receptacle like a cradle. The ashes pass to the box below, the coal remains in upper receptacle. There is no dust.



SERVICE



CONFIDENCE



FAIR DEALING



The Paint on a Pedestal

NATIONALLY known and famous for its quality. Backed by an **intensive** and extraordinary Sales Service.

It will bear the searchlight of investigation and comparison.

Lowe Brothers PAINTS AND VARNISHES
SAVE THE SURFACE AND YOU SAVE ALL.
MADE IN CANADA

Paints And Brushes On Display

Need for a Special Building—Many Attractive Exhibits in various of the buildings.

Glidden Co., Ltd., Toronto, exhibited floorette, floor varnish, house paint and auto finish. Ripolin, which is a new product, formed a feature of their exhibit. This product, although well known for other purposes, is receiving some popularity on automobile work as one of the big taxicab companies in Toronto has commenced to use it for work on any of their cars. They have found it the most satisfactory for the hard usage that a taxicab has to receive.

Gold Rock Chemical Co., Toronto, had a big exhibit of Gold Rock cleaning compound—a new powder on this market.

Sturgeons, Ltd., Toronto, attracted much attention to their display by means of a weight guessing contest. Prizes were offered for the nearest estimate of a large block of French polishing wax. In addition to this they had their other well known lines., including "Soligum" a wood preservative, "Parapan" enamel, and "Ferro-Lastie."

Scarfe & Co., Brantford, had a very interesting exhibit of their well known line of varnish and paint.

Rubberset Co., Ltd., Toronto, exhibited a very complete line of their well known make of brush. They were displayed on charts around the walls of the booth and every kind of the several hundred of brushes they manufacture was represented. They were brushes for every purpose, paint and varnish brushes, hair and tooth brushes, nail brushes and brushes specially designed for every purpose to which a brush can be put.

Standard Paint & Varnish Co., Windsor, had a complete exhibit of their manufacture of paints and varnishes. Stains which form a big part of their manufactures were also featured.

T. S. Simms & Co., St. John, N.B., made a very interesting display of the numerous kinds of brushes for painting and general household use and their well known make of shaving brushes.

Sinclair, Valentine & Hoops, Ltd., Toronto, exhibited a complete line of their paints and varnishes that proved very interesting.

Sanford Brush Co., Toronto, had a big exhibit of brushes, brooms, mops and all kinds of house cleaning appliances.

Perfection Sanitary Brush Co., Toronto, attracted much interest with their display of brushes suited to all purposes.

Toronto Brush Co., Toronto, exhibited a full line of brushes, brooms and crumb trays.

Reckitts (Overseas) Ltd., Toronto, had a big showing of brasso polishes in their exhibit in the Industrial building.

Alabastine Co., Ltd., Paris, attracted much attention to their display by means of cards, showing the various shades and uses to which alabastine may be put.

Pratt & Lambert Co., Toronto, featured in their well laid out exhibit in the Process building, varnish products. The various qualities were shown to their best advantage on charts and on a large slab of redwood, the latter of which drew considerable, well-merited attention. Automobile wheels were used to show spoke varnish and colors.

Benjamin Moore Co., Ltd., Toronto, had a very interesting display of their products. Muresco was featured, while their line of house paint and a good exhibit of saniflat, moorenamel, Impervo finishes, automobile finishes, etc., completed their exhibit.

Channel Ltd., Toronto, demonstrated the use of O'cedar polish. Their booth was tastefully furnished with a dark walnut dining room set which served as a good background for the demonstration of the use of this polish. The salesmen in attendance very successfully explained their product.

Garton Mfg. Co., Toronto, showed their product, the radiant waxer and polisher, for getting hardwood floors into shape.

Berry Bros., Ltd., Walkerville, exhibited their liquid granite floor varnish, floor enamel and auto color finish very attractively in the Industrial building. An unpolished redwood burl of beautiful graining attracted considerable attention their way.

Boeckh Ltd., Toronto, exhibited a very complete line of brushes suited to various uses. Arranged on charts at the back of their booth the passerby was able to get some idea of the complete line and of the large number of different sizes and qualities of brushes. In the front of their booth they showed some of the materials used in the manufacture of brooms and brushes.

Braun & Bonnick, Toronto, demonstrated their waxer and polisher for hardwood floors. The brushes of this polisher move backward and forward rapidly when it is pushed along the floor. It serves a double purpose of putting the wax on one side and when turned over to polish the flooring.

BUSINESS EQUIPMENT

International Business Machines Co., Ltd., Toronto, among other of their productions showed and demonstrated their International Dayton hardware scale, a computing scale which gives a range in prices for any weight up to 90 pounds at from four to sixty cents a pound. The scale has a capacity of 100 pounds, is equipped with scale scoop, and is finished in turquoise blue with gold trimmings.

Barr Registers, Ltd., Trenton, demonstrated their newest and latest models of credit registers, a bookkeeping system that makes it possible to have a complete record of every account at the end of every day. The book or filing device consists of an index and number of metal leaves divided into compartments, 20 to each leaf. Each compartment holds 50 counter check book slips, and the registers are built to handle from 120 to 1200 accounts. As required every leaf is brought to a horizontal position and at a uniform height. An index is attached to the right side of every register. The Barr register has been pronounced by experts to be the only substantial improvement made in account-keeping devices in the past decade. During Exhibition time a contract was closed with Elliott & Co.'s department store at Auckland, New Zealand, for a number of the machines.

MADE-IN-STRATFORD EXHIBIT

A strikingly bold idea was carried into effect at the Canadian National Exhibition when the manufacturers of Stratford, Ont., carried to Toronto for display purposes their complete exhibition as shown earlier in the summer in their home town.

The "Made-in-Stratford" exhibit was the boldest conceived project ever put over by any municipality in Canada, and reflected the ingenuity and resourcefulness of the industrial leaders of that city.

One large floor in the new Coliseum was devoted to Stratford's display, which, starting with the Grand Trunk Railway's display, showing a model of that city's station and the interior works of a huge locomotive, carried one through the varied industries of the city's factories. The products shown included furniture, footwear, calendars and printing, brass beds, bearings, cedar chests, camp and lawn furniture and swings, castings, builders' hardware, ladders, windshields, glass and mirrors, and many other articles found outside a hardware store.

Chief among the exhibitors were the Stratford Mfg. Co., Dominion Specialty Works, Stratford Brass Co., Canadian Allis-Chalmers, Ltd., Corrugated Pipe Co., and Sewell's unbreakable toys.



WHAT WE LEARNED AT THE "EX"

The Toronto "EX" this year lived up to its reputation as a National Institution. It does not represent the achievements of any section of Canada, or any particular line of endeavor. The man with railroad trains to sell is no more welcome than the man with the biggest turnips. It is safe to assume that the "EX" has been a tremendous and invaluable stimulus to the industry and achievement of Canadians in every possible line of endeavor.

It also affords the purchasing public and those who cater to their various wants, the great opportunity to bring their knowledge "up-to-date," to compare the progress of manufacture, invention and achievement with past years.

Our particular hobby is Brushes—Brushes for every conceivable purpose. And the tens of thousands of visitors who passed The Rubberset Booth this year were once more reminded that Rubberset Trade Mark stands for perfection in brush manufacture. It was a pleasure, as well as an interesting privilege to answer the thousands of questions that our demonstrators, were asked, to explain the care and skill that goes into every Rubberset Brush, the process that makes it impossible for bristles to come out, and the fact that they could purchase Rubberset Brushes from Druggists, Hardware Dealers, General Stores, from one coast to the other.

We also made it a point to gather what information we could from those who come from the various parts of the Dominion, and we can safely assure Rubberset Dealers everywhere, that never was there a more generally optimistic feeling abroad—"Things are better—much better—and rapidly getting back to normal." We believe trade will be good for Rubberset Dealers this Fall. That's what the "EX" taught us.

RUBBERSET COMPANY LIMITED

Sullivan Street

TORONTO - ONTARIO

Factories : Toronto and Gravenhurst

Suggestions on Selling Stoves

Stoves Should be Displayed Well at this Season—Adopt the Same Methods as Used in Selling Electric Washing Machines

People may buy paint or refrigerators or screens or silverware or electrical appliances; they are sure to buy stoves. Mrs. Housewife may do her own washing and find it very wearying, but she washes, as a rule, only one day in the week. She cooks three meals a day, seven days a week.

This being true, the one article most dear to her heart, which the hardware merchant has for sale, is a good cook stove. Maybe it is not quite correct to say that the stove is dear to her heart—she may hate cooking more than she hates any other kind of labor—but if so there is all the more reason why she will be determined to possess a good cook stove.

A good stove appeals almost equally to both husband and wife; to the latter because she uses it more than any other article in the household, and to the former because of his love of well-prepared food. Every dealer who handles cook stoves can testify to the fact that many people will invest $60 or more in a kitchen range when the variety and quality of food which they are able to cook on it is extremely limited.

And yet many dealers make little or no effort to sell stoves. Some do not carry them at all, while many who do carry them shove them back in dark corners and pile harness and other bric-a-brac on top of them lest some one see and recognize these necessities of all household equipment!

True, there are some objctions to handling stoves. For one thing, it is a rather dirty job. For another, there is usually some breakage or loss occasioned by shipping or handling. There are also many complaints to be met, no matter how good a line the dealer may carry. Finally, while it is true that stoves are staples and will sell themselves to a certain extent, it is also true that a good stove business depends upon aggressive merchandising.

To meet these objections, it may be urged in the first place that the hardware merchant can hardly afford to neglect so lucrative a line as that of stoves, and in the second place there is no objection to the line that cannot be overcome with ease.

A Profitable Line

To say that the dealer who puts on demonstrations, advertises and sends out circulars in his efforts to sell power laundry equipment could sell stoves totaling twice the value of the labor-saving devices with the same methods is to put the truth very mildly. Any stove sells for a tidy sum, and many of them sell for as much as or for more than power washing machines. The margin of profit, too, is encouraging.

The important consideration is that the better class of stoves require some salesmanship. They won't sell themselves very fast. Neither would washing machines or paint or Christmas toys if pushed into a dark corner and buried under a lot of other hardware.

Compare the usual methods of selling stoves with those used in popularizing laundry appliances. How many power washing machines would a dealer sell if he put them where stoves are so often found and gave them no more publicity than he gives his stoves? None whatever. But he doesn't undertake to sell power washing machines by such methods. No, he places a machine right in the midst of his best display window, turns on the power, and hires a girl to launder dollar bills or to actually wash clothes where all the passersby can see the splendid work of the labor-saver. He buys expensive space in the local papers and advertises his power washer. He sends out circulars through the mail to hundreds of prospects. He goes out after prospects and sees them, not once but several times. He takes a machine along and gives a demonstration in the prospect's home. In other words, he creates, or arouses, desire for his washing machine. He doesn't sell a great many washers at that, because the machines cost a good deal of money and they are not absolute necessities. After all, wash day is only one day in the week. But cooking—!

Where Many Dealers Fail

Every hardware merchant should have a stove department. Not necessarily a separate room, but it should be at least one side or one end of the salesroom. Stoves and grind-stones, refrigerators and ranges, scattered helter-skelter about the store will not make a very impressive display. A neat line of ranges along one side of the room, with the highest grade in front, and another line of heaters arranged in the same manner in season will impress the customer and will make selling much easier. Every single one of these stoves should be carefully brushed off each morning and rust spots or tarnished nickel should be promptly attended to.

These stoves will remain on the floor as samples, while orders are filled from the warehouse. But equal care should be exercised in sending out stoves to customers. Every stove should be unpacked and the parts should be carefully checked to see that none are broken or missing. Then the stove should be polished and the nickeled parts should be rebuffed before the stove leaves the warehouse. One could hardly produce a worse impression on a customer than to sell him a stove on the strength of a handsome sample and then deliver a dirty, rusty, tarnished one, finding on arrival at the customer's home that some essential part of the utensil is missing.

Sale Suggestions

Such complaints may be avoided by warning customers beforehand. Then when a stove is delivered, just one delivery should suffice. The dealer who does not unpack his stoves and check over the parts before sending them out is going to find that it takes several deliveries to deliver one stove. Nine times out of ten he will find when he goes to set up the stove that there is a leg or a lid or a few bolts or nuts or a poker or other small part that has been left out or broken. This very naturally will serve to irritate and to dissatisfy the customer to begin with.

All this means that the stove department should be entrusted to some one member of the sales force whose special duty it is to look after this line. He need not necessarily devote all of his time to the stoves, but some one should be put in charge and that one should know all there is to be known about stoves and ranges. A laborer or two will also be needed for polishing the stoves and for setting them up in the homes. This help may also do other work, of course, when not busy with the stoves.

In cities and towns where delivery is made, the stove should be set up and demonstrated in the customer's home. Then if complaint arises afterward, a service man should be sent out to adjust the matter. Even in the country, where deliveries are not usually made, it would be well for the dealer who wishes to build up a big trade in stoves and ranges to deliver them and see that they are properly set up.

The most common complaint is that the stove won't draw properly. This may be caused by any one of several reasons. In houses in the cities there are frequently several stoves to a single chimney and when they are all going at once the chimney isn't able to handle all the business. A tree growing near the house and spreading its branches out near the chimney is also likely to impede the draft. In such cases the tree may be trimmed, or a cap may be put on the chimney.

Select a Good Line

There are three kinds of stoves that any dealer may carry: wood burners and oil burners for cooking, and heating stoves. City dealers may add gas ranges and coal burning stoves of all kinds. Oil stoves are quite popular where there is no gas, even the remote rural dwellers using them widely during the summer months, and these afford the dealer a very nice return.

In ranges there should be one good, high grade article having special selling features. This range should be the leader, the one to push at all times, the most widely advertised item in the stove department. There should at the same time be some medium and a few low-priced ranges for the purpose of meeting competition and to provide for the needs of customers of limited means. The dealer may well sell the expensive range on terms, however, and limited means should seldom be an excuse for selling a customer a cheap range.

It is far better to stock only one brand of stoves and ranges, provided one can secure the requisite variety and assortment. In so doing one greatly simplifies his advertising

problem, having but one trade name to impress upon his customers.

Stove Salesmanship

As has already been remarked, some high grade range should be featured in the stove department. This leader should be one that has many good talking points and should sell for a worth-while price. There is good and sufficient reason for featuring such a range in window displays, advertising, and in actual demonstrations in the store.

One live dealer sold ranges to nearly everybody within several miles of his store by employing the domestic science teacher of the local high school to give cooking demonstrations in his store on Saturday afternoons. Another aroused considerable interest and publicity for his range by offering a prize for the best cake, pies, bread, and other foods baked in one of the ranges by a customer. Many of this dealer's customers took considerable pride in their culinary art, anyway, as what good housekeeper does not?—and the dealer was deluged with products from his ranges. This cost him a pretty penny, but the mouth-to-mouth advertising so obtained was well worth the cost.

Another trade stimulant that has been tried with success by several dealers is that of posting a list of prominent people who are using one's stoves and ranges. A cardboard, about thirty by forty inches in size, is swung over the stoves and bears the caption: "Users and Boosters of Our Stoves and Ranges." Underneath this is a long list of names of customers who have purchased stoves from the dealer.

Still another excellent plan, especially for selling the higher-priced goods, is that of using a map of the town or county on which users of the articles are indicated by pins. One dealer who carried a very high-priced range, as well as a full line of the cheaper goods, succeeded in selling more of the expensive make than of all other combined just by using such a map and boosting the better range. In this case, the merchant used two kinds of pins, one having red heads, the other having blue heads. One color represented sales of the expensive ranges, while the other color represented sales of all others. When a prospect for a range was secured, the expensive one was featured and the prospect was shown the map and given the name of some user that lived near her and urged to visit this satisfied customer and be convinced of the immense superiority of the article above all others. Such prospects are so impressed that they often are convinced without taking the trouble to visit a user of one of the ranges and buy one for themselves forthwith. Then, too, the range is of course a good one, and those who do investigate find that the users are boosters.

It is not good policy to advertise cheap stoves and ranges at special prices and then to try to sell the higher-priced ones. Such tactics weaken the confidence of the people and fail of their purpose of selling the betttr goods. Price is not an important consideration in the matter of a range. The things to emphasize are cooking qualities, convenience, durability, beauty. Selling talks will also be based largely on these features, together with any other special points the stove may have.

EGG CONTEST INTERESTS FARMERS

A hardware dealer whose store is in a farming district did some excellent advertising through an egg contest. The owner of the largest hen's egg submitted was to receive a five dollar gold piece.

He gave over one window to the display of the eggs laying a velvet cloth on the bottom of the window. On this he placed the egg, the whiteness of it contrasting vividly against the black background.

The first day following the announcement of the contest only one egg occupied the window, but as they grew more numerous a small hand-lettered card was placed near each egg with the name of the farmer who had submitted it, and the name of his farm.

The spirit of competition which always pervades a contest served the hardware merchant very successfully in this instance, as it soon attracted wide attention in the community, and his window was a source of interest.

TURTLES HELP SELL IRONS

During its campaign on electric irons, the F. A. Clarke Co., Inc., with stores in several southern cities, used an unusual window display to attract attention to its irons. Four turtles of the same size were turned loose in one of the store windows. The base of the window had been covered with sand and a small tank provided for the turtles.

Each turtle bore on its shell a letter contained in the word I-R-O-N. To the person first catching the turtles lined up in proper position so that, standing together, their shells spelled the word I-R-O-N a prize of an electric iron was awarded.

Needless to say, this unique contest succeeded in getting a crowd around the window which resulted in the sale of many electric irons.

MISTAKEN IDENTITY

They are telling a good story on Court Thompson of the Dowswell-Lees Co., Hamilton, which is said to have happened up in the railway city of St. Thomas not long ago.

"Court" was in the store of one of his customers talking to the dealer when a customer came in and asked for some article which required the dealer to go to the back of the store.

Seeing a good opportunity to entertain the customer while he was waiting. "Court" walked over to the customer, and extending his hand said, "Thompson is my name. Your face is very familiar to me. I know I have met you at least a hundred times but to save my life I can't call your name. What run are you on?"

To "Court's" surprise the customer replied loud enough to be heard by the dealer: "I am not a railroad man. I am bartender over at the Grand Central. I guess you must have met me there."

HOW ONE FIRM SOLD WASHERS

To boost their sales of washing machines a Western dealer recently ran a novel advertisement which might be used with equal success by other merchants dealing in this product.

It was headed "Which is Your Wash Day?" and under this heading were the names of the days of the week from Monday to Saturday inclusive, with a little square in front of the name of each day. Below appeared dotted lines for the name, address and telephone number of the customer.

The rest of the advertisement reads as follows:

Check the day on which you wash, write your name plainly on the margin of this advertisement and mail or phone to us.

If you will do this, we will send a demonstrator with our washer to your home on the day you check, who will wash your clothes, showing you how to do a washing the simplified way, without charge.

You will not be urged to keep the washer if its work and terms are not satisfactory.

IS YOUR BUSINESS SAFE?

Your answers to the following questions will help you to watch your business and keep the profits piling up:

1. Have you a system which enables you to know your cost of doing business?
2. When was your cash on hand checked last?
3. When were your cash book footings proved?
4. When was your bank account reconciled?
5. Are your ledgers in balance?
6. Do you take advantage of all cash discounts within the time limit fixed? For this purpose you should be able to secure loans from your banks. Do you? If not, why not?
7. Is a statement of outstanding accounts periodically brought to your attention? Are the past dues noted?
8. Are invoices checked against goods received?
9. What record have you of cash sales?
10. What record have you of allowances to customers?
11. Are you carrying sufficient insurance to cover your present stock, furniture and fixtures, or are they over-insured?
12. Are you protected by liability insurance?
13. Are your employes who handle cash adequately bonded?
14. What precaution do you take to see that your insurance policies are renewed on time, and where are they kept?
15. Are your employes courteous and tactful?
16. Is your stock neatly arranged, easily accessible and protected against unnecessary deterioration, loss and damage?

Is your window display attracting the trade?

18. Have your scales been tested recently?

MAKING PROFITS OUT OF THE RADIO

Knowledge of Trade and Careful Buying is Necessary—Radio Must be Merchandised Like any other Hardware Line.

By Alexander Eisemann, of Freed Eisemann Radio Corporation

A great many retailers have been hurrying helter-skelter into the Radio Business without really "knowing why." They have heard of tremendous profits being made by others and assume that they can do the same. And, indeed, they can. But retailers must understand that the radio business is no goldmine, where, with a little effort and no knowledge, you can reap profits out of all proportion to the effort put in.

Radio, like any other business, yields highest dividends to those who put the most into it. Successful radio retailing requires successful radio buying, stocking, displaying, selling, service—it requires as much effort and careful thought as any other business and, with careful manipulation, can and should show a good profit at the end of the year.

There are several points the retail hardware dealer should consider very seriously when he begins a radio departement—and the first is the quality of radio apparatus he will carry. Let me be more specific.

The radio industry has grown tremendously within a very short time. The demand among consumers for radio sets has increased at such a pace, as to place a premium upon the sets of dealers which were deliverable immediately. Consumers, with little knowledge of what constituted a good outfit, bought anything just so they could "hear the music." Dealers, with little or no knowledge of what was required of a good outfit, bought practically anything and sold it across the counters in good faith.

Many manufacturers, knowing this to be the case, took advantage of the dealers' ignorance in things connected with radio, and foisted bad or indifferent apparatus upon them, confident that they could "cover their tracks," if need be. These dealers and manufacturers together produced a state of things which certainly did little good to the radio industry. Consumer confidence has been just a little shaken, and many dealers are sadder but wiser.

The "summer slump" was unforseen by many of these opportunist manufacturers and dealers, who had clogged themselves up with immense stocks, and who now find themselves high and dry without either sales or prospective business for the fall. Dealers will refuse to buy from manufacturers who sold them undependable apparatus in the past, and consumers are declining to do business with dealers who could not take the ordinary precautions of examining the stuff they bought.

Need For Careful Buying

The result is that dealers are beginning to be just a bit wary of the Tom, Dick and Harry who comes along to sell him radio apparatus. They are beginning to inquire the "why's and wherefore's" of radio apparatus, and are insisting on some sort of guarantee for dependability, and reputation. This inquiring frame of mind among the retailers of radio apparatus is not going to worry reputable manufacturers, but will tend to frighten off the "fly-by-night" opportunists, who have been taking advantage of the dealers' lack of definite radio information, to sell him undependable apparatus.

This more careful buying, however, is also having another effect, and one much to be desired. It is developing a healthy competition among manufacturers and among retailers in an attempt to give the best there is at a fair-and-square price. The average run of hardware dealers and other radio retailers do not wish to buy "cheap" stuff and sell it for a high price. They wish to keep a fair grade of apparatus, or a variety of grades, at fair prices. And for the good of the radio industry, and the benefit of radio retailers, this competitive spirit will be very welcome after the hysteria in buying and selling which we witnessed the first half of this year.

A dealer should also buy more carefully from the manufacturer to assure himself of some support from the maker of his apparatus, should anything go wrong. If the concern he does business with is a reputable firm, he knows he has some guarantee of backing, whether in advertising co-operation, repairs, refunds, etc. He is able to confidently assure his customers of satisfaction or money-back, because he knows his manufacturer will back him in a pinch.

A good deal of the apparatus now in the market was "made to buy and not to sell." By that I mean that it is the sort of articles that looks very well on the counter, sounds very well for a while, works satisfactorily, and then—suddenly goes wrong. Nobody seems to understand the trouble, but an expert will examine the set, and inform you that it was not carefully made—the connections were not soldered or were badly soldered, and thus came loose, or the telephone was assembled in a dirty shop and a couple of iron scrops worked their way between the windings inside the cap, or the insulation on one of the inductance coils rubbed off, or something of that sort. The set looked good and sounded well in use, for a short time, but it was never made to last—the consumer thinks the dealer ought to make good, the dealer doesn't know whether the purchaser of the set knows how to work it properly or not, or maybe the manufacturer passed this set by mistake. When he goes to investigate, he gets little satisfaction from the manufacturer, because the manufacturer is one of those who are thinking of present sales and not future upbuilding of a business.

Distance is the first consideration in buying radio apparatus. Within short distances of powerful broadcasting stations, say from five to thirty miles, a **crystal detector** radio receiving set will be found satisfactory for most purposes. A crystal set is very simple, needing no current to operate, very little radio knowledge, and, if it has a "tapped inductance coil," is practically fool-proof. The following points must be taken note of in buying crystal detector receiving sets: First, see that the set is complete, consisting of the crystal detector unit, proper, complete antenna equipment, antenna wires, switches, insulators, etc., as well as a telephone with headband. Sets which require nothing additional to use are best sellers.

See that the connections; inside the crystal detector cabinet are firmly soldered. See that the cabinet itself, inside and outside, is absolutely clean. See that the "inductive coil," inside the cabinet, is wound with insulated wire; the telephones should be taken apart and examined for chance scraps of iron, short circuits in the wiring, etc., which may give trouble later on. Above all, see that the outfit comes to you packed in an attractive looking cabinet or box, with complete directions for operation, installation, etc., so that you will be relieved of as many questions to answer as possible.

If your locality is from ten to forty or fifty miles from a large broadcasting station, your customers may require a better set than the crystal. Or, even at shorter distances, many persons prefer the vacuum tube sets for the greater clarity and ease of operation.

The vacuum tube radio receiving sets are generally divided into two classes, the so-called "regenerative" and the "non-regenerative" types. The regenerative type has a means of combining input signals and the output, in such a manner as to increase the strength of the signals very considerably, under certain conditions. This set, however, requires a finer technical knowledge than most radio enthusiasts have, and is most in vogue among amateur experimenters who delight in developing various circuits. For the main run of trade, the "non-regenerative" vacuum tube receiving sets will be found most practical.

The **non-regenerative** vacuum tube set is simplest in operation and is very effective. In buying such outfits, the dealer should note its general appearance and clean design, the joints and connections, the finish of the metal plates, etc. Cleanliness and smoothness, here, as in the crystal set are very important. For the rest, soldering, firm connections, and neat work inside and outside the cabinet will be a fair index of the value of the set.

A very good point to emphasize at this time is the need to insist on regular merchandise for samples. Many salesmen show prospective buyers specially prepared sets for sales purposes, with the statement that "this is an exact model of our apparatus, taken right off the shelves." Dealers should beware of this sort of thing, for usually the sample shown is a hand-made set, especially designed to be shown. Dealers should buy from samples taken from stock made in volume, i.e., standardized machine-made sets, the same sort he can expect, if he gives his order.

If the broadcasting station is further than fifty miles distant, or if the customer wishes still greater clarity than is possible on the usual type of vacuum tube receiver, an amplifier is in order. An amplifier is a device used to intensify the signal received on the radio receiver and detector. Two-stage amplifiers are most common and usually available, and may be operated from the same batteries which are used for the radio receiver. The examination of this type of apparatus develops into a technical matter which requires more than the usual caution and technical knowledge on the part of the radio dealer, and for that reason apparatus of this sort should be bought from manufacturers who have already sold him dependable apparatus.

There is a well-developed market for larger, high-power radio receiving sets, capable of producing a sufficient volume of sound to fill a large room or hall. Such sets are most in demand by clubs, hotels and theatres, though the lecture halls have made quite effective use of this type of instrument. Such high power sets have a receiving radius of from one hundred miles to two or three hundred miles.

In the matter of separate parts for radio apparatus, the hardware dealer who goes into radio, should beware of overstocking himself with quantities of different types of the same devices. It will usually be found best to confine activities to one or two lines at the most, specializing upon good apparatus at reasonable prices rather than inferior stuff at cheap prices. Radio art and science are changing very rapidly and new specialties are appearing on the market daily—many of which appear on the surface as interesting novelties, but which, upon investigation, show that lack of stability and necessity which is essential to all quickly-moving stocks.

While radio retailers find most profit in selling complete sets, occasionally, it will be found advantageous to carry a stock of separate parts for those enthusiasts who prefer to build their own sets. A representative line should include Mounted Galena Crystals, loose No. 14 insulated wire, loose No. 14 hard drawn copper wire, porcelain insulators, safety strain insulators, knobs, etc., radio storage or "A" batteries, radio dry or "B" batteries, standard dry cells, clamps, sockets, rheostats, telephones and headsets, plugs, transformers, loud speaking horns, micacondensers, alternate current charging panels and direct current charging panels, telephone jacks, vacuum tubes, etc.

This list comprises fundamental radio parts and while there may be some modifications of the above, a dealer who lays in a conservative supply of these articles, will find that he has a good, representative stock.

Dealers generally have told me that they are not very enthusiastic about "giving away information"—they prefer to sell it. And they are right. Answering questions that takes up a lot of time and sells nothing is profitless—and customers, you will find, are just as well satisfied to pay for the information they get. A small handbook on radio to sell for twenty-five cents or half a dollar, often serves the purpose—while those persons who wish more detailed information about radio in general and some point in particular, are glad to pay a dollar and a half or more. Books should be simple to read, easy to understand and written by someone who has a thorough understanding of the subject he discusses. If it is published by a well known author, or publisher, that is usually a sufficient guarantee as to the worth of the volume.

The radio patent situation, too, is worthy of serious thought by the dealer. As a result of the entrance of thousands of new manufacturers in the radio field, it goes without saying that there must have been many cases of patent infringements. In the hurry of the last few months' business, much of this infringement must have been overlooked, but matters are leading toward a definite point now, and the dealer should protect himself as much as possible. While many baseless rumors have been circulated on the subject, and much "scare-'em-stiff" advertising for selfish purposes, the dealer who does business with a well established, well known and reputable concern, need have no fears. He knows that reputable houses do not infringe upon established patents.

For that reason, it is advisable to buy carefully from firms of established reputation. A good axiom to remember, in this connection, is: "Goods well bought are goods half sold." The demand is present, it remains only for the dealer to provide the connecting link to the public. Sane, sensible buying along proven merchandising lines alone will serve.

Radio Convention Held In Toronto

First Convention of Its Kind held in the Prince George Hotel—Large Gathering of Enthusiasts, Dealers and Manufacturers.

Anyone who doubts the popularity of radio, or thinks that the enthusiam concerning it has died down had but to attend the convention of the Wireless Association of Ontario, held at the Prince George Hotel, to be convinced otherwise. The association has made huge advances, having a membership of four hundred at the present time. Every bit of available space was taken up with interesting exhibits of radio equipment of the latest designs.

The number of manufacturers and the speed in which they are turning out equipment gives assurance that the supply will be able to cope with the big demand for all kinds of radio equipment.

The two days of the convention, Friday and Saturday, September 8th and 9th, were taken up with lectures on radio equipment and operation, that proved of much value to the enthusiasts.

One of the greatest points brought out in the exhibit was the number of new pieces of equipment, sets and radio service. There are improved equipments being developed all of the time, that combine, in many cases, with their improvements less cost. This may be due to the fact that as they experiment the manufacturers discover simple equipment that may be even more effective than more complicated sets.

This rapid change and development in radio equipment is sufficient warning to dealers against laying in big stocks during this period of development. Careful buying, keeping watch on the changes, should be done by the dealers carrying radio until such a time when the equipment reaches the highest stage of mechanical perfection.

Radio Devices, Ltd., Gananoque (Powley & Moody, sales agents, Toronto), featured in their exhibits two radio parts important because of their use and the simplicity of operation. The R.D.L. automatic vernier condensers and rheostats, are operated similarly, in that only one dial is used. This eliminates all operation other than turning the knobs in a rotary motion. They are absolutely automatic. This company also manufactures standardized condensers, Grove type induction coils, valve sockets and adapters as well as making up complete sets to specifications.

Radio Manufacturers and Distributors, Ltd., Toronto, had on display amperite automatic filament control and a radio set, so manufactured that it can be connected up to an ordinary electric light bulb eliminating all aerial worry. They also showed a full line of phones, condensers, complete sets, parts, etc.

Powley & Moody, Ltd., Toronto, attracted much attention to their display with a new valve, developed by them, that is claimed to possess many attractive features. A feature was a five hundred watt transmitter valve, that was the largest one on exhibit. This new valve is claimed to have reduced materially the expense of owning a long distance receiving or transmitting set. They sowed an attractive display of supplies, parts and complete sets in addition to the mullard valves.

John Millen & Son., Ltd., and **Canadian Independent Telephone Co., of Toronto,** gave a joint display of radio equipment. They featured universal receiving sets and Canadian made vernier condensers of the De Forest patent, in addition, Pacent plug and jack combinations, "Ducon" radio antennae permitting use of electric light wires as aerial, "Eveready" wireless batteries and all types and kinds of radio parts, supplies and sets. Their business is wholesale only.

Canadian Electrical Equipment Co., Ltd., Toronto, who are Canadian distributors for the Valley Electric Co., St. Louis, featured the "Valley" battery charger in two models. One model is specially designed for use on automobile batteries and the smaller equipment for special radio batteries. These rectifiers have the approval of the National Board of Fire Underwriters and of the Hydro Electric Power Commission.

Radio Equipment & Supplies, Ltd., Toronto, exhibited a very complete line of radio supplies and equipment, including "air-o-phones," crystal sets, loud speakers, variometers, variocouplers, plugs, etc.

Chas. H. Branston, Ltd., Toronto, had a very complete line of equipment on show. The Armstrong super-regenerative equipment circuit was featured. In addition, rheostats, crystal detectors, antenna equipment, transformers, switches, coil plugs, Branston undamped wave receptor, etc., were on display. They had an equipment set up, receiving the Star broadcasts during the convention.

Century Telephone Construction Co., Inc., Bridgeburg, Ontario, Canadian distributors for the Federal Telephone & Telegraph Co., Buffalo, displayed a very complete line of Federal radio equipment. Their manufacture includes the Federal Jr. amplifiers and receiving sets, which are quite low priced with a good range and larger amplifying units, vacuum tube sockets, potentiometers, 'phones, jacks, plugs, ammeters, condensers and inductance coils.

A. H. Winter, Joyner, Ltd., Toronto, featured Bristol audiophones, Weston ammeters and an interesting line of receiving sets, batteries and other equipment.

Jack U. Elliot, Hamilton, who manufactures a general line of radio supplies had a good exhibit. This includes special super crystal sets, battery chargers, loud speakers, voltmeters, rheostats, ammeters and batteries, together with numerous other articles.

Toronto Radio Co., Toronto, exhibited radio equipment, featuring Hipco, rotary switch levers, brass slider rods, the Hipco wireless "B" battery, which is specially designed for vacuum tube work on plate circuits, and the "Hipco multiphone, which gives the privilege of four pairs of receivers for less than the price of one.

Perkins Electric Ltd., Montreal, attracted much attention with the number of pieces of equipment they featured including, Brandes headsets, insulators, aerial and ground equipment, and condensers in Gotham variable air condenser, vernier variable air and fixed condensers, "Dubilier" types.

Diamond State Fibre Co. of Canada, Ltd., Toronto, demonstrated the use of insulation for wireless equipment. Condensite celaron, is a specially developed waterproof fibre that is chemically inert, insoluble, infusible, non-hygroscopic and unaffected by climatic conditions or changes of temperature.

Vawter-Luckett, Ltd., Toronto, demonstrated the "Lefax" radio handbook which gives authentic radio information for the use of amateurs and covering all phases in radio development. As new leaves are added it is always up-to-date, which is valuable with a new industry.

G. S. Whitaker & Co., Toronto, exhibited the Burgess "B" batteries for radio which is the pioneeir among radio batteries. They combine the characteristics of noiselessness, long shelf life, high capacity and moderate price, which makes them a very satisfactory source of voltage.

Marconi Co., and **Scientific Experimenter Ltd., Toronto,** had a good display of dictograph radio outfits, Ducan aerial plugs, tuners and detectors and "The Radio Blue," head sets.

National Airphone Corporation, New York, displayed the National Airphone which is a very compact, simple and cheap receiving set.

Northern Electric Co., Ltd., Montreal and Toronto, displayed in a room to themselves, "Copperweld" detector and amplifier units, head sets, "peanut" tubes, batteries (filament and plate), and antennial systems.

Canadian Distributors: **Mullard Radiovalve Co., Limited, England**

FAMOUS Trade Mark RADIO MULLARD VALVE *BRITISH MADE*

CONDENSERS **RADIO DETECTORS** **HEAD PHONES**
4,000 Ohms.

ORA **AMPLIFIERS** **POWER TUBES**
20 Watt-10 K.W.

Receiving Tubes **GRID LEAKS**

BURGESS "B" BATTERIES — ALL VOLTAGES

"BUNGALOW" Units complete Radio Receiving Sets.
Dictograph Loud Speaker, the finest ever, List $27.50.

DEALERS: Write for full particulars. Results are all that can be desired in every sense by our equipment. Discounts satisfactory.

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ELECTRIC INDUSTRIAL AND MINE HAULAGE EQUIPMENT
BATTERY CHARGING AND CONTROL APPARATUS
EDISON BATTERIES AND PRODUCTS
GOAD BLDG. 105 BOND ST.
TORONTO, CANADA

EDISON STORAGE BATTERIES

510 Hastings St. W. VANCOUVER
826 Tegler Bldg. EDMONTON
214 C. P. R. Bldg. SASKATOON
304 Guarantee Bldg. MONTREAL



We carry a complete line of knocked down Receiving Outfits also parts for the making of Radio Apparatus.

Send for our latest Price List.

J. M. PAQUIN

787 Queen St. W. TORONTO



5 Reasons Why Discriminating Radio Operators use the AUDIOPHONE

1—No storage battery required. This is important because the new valves appearing on the market operate satisfactorily on dry cells.
2—Will operate on either a normal strength of signal or is rugged enough to give good results from a power amplifier.
3—Special construction of receiver results in no distortion from resonance in diaphragm.
4—Reproduces all sounds equally well.
5—Static and induction noises do not predominate.

Dealers, ask us for Demonstration
"HEAR IT"

A. H. WINTER JOYNER LIMITED
DISTRIBUTORS
62 Front St. W. TORONTO
New Birks Bldg. MONTREAL

The Radio Attracts Much Attention

Radio Enthusiasts were able to get Boundless Information on Radio at Exhibition—Concerts—Explanations—Exhibits.

If the interest in which the multitudes manifested in radio at the Canadian National Exhibition is any proof of the future of radio in Canada, it is certainly well assured. Huge crowds listened to radio concerts on all parts of the grounds, watched the moving picture entitled "Radio" presented by the Toronto Daily Star and Canadian Independent Telephone Co., describing fully the principles and operation of radio equipment, and the interesting exhibits of equipment in the Electrical and Sports building. The Toronto Daily Star gave a continuous program from twelve o'clock noon until eight o'clock in the evening. This was received by numerous receiving equipments in various parts of the grounds, so that the exhibition visitors could not fail to come into some contact with radio. The real result was that of having hundreds of people around each of the receiving sets.

This interest that was created in the minds of the people at the exhibition is going to prove a big boost for radio this fall. The hardware dealers who carry this equipment are going to feel the results when cooler weather sets in. It is a well known fact, that has been proved by several Toronto dealers that the radio supplies are in much more demand on the cool days than in hot weather. This is sufficient proof that the lull in business will pass over with the approach of cooler weather.

Chas. H. Branston, Ltd., Toronto, well known manufacturers of electrical equipment of all kinds combined with their exhibit in the Electrical building, a very interesting display of radio equipment. They featured a complete line of radio sets and supplies. This includes all necessities for the building of sets or the complete sets made up.

"Cam-Fish" Co., Toronto, had an exhibit of radio sets in connection with their accessory display in the automotive section of the Coliseum. This company carries a full line of equipment for sale to dealers. They report that the radio business in England is assuming huge proportions so that the Government has started to protect home manufacturers by prohibiting the import of foreign radio equipment.

Dominion Battery Co., Toronto, presented a new radio battery with special features. It is equipped with a switch not unlike that of the coil tuner of a receiving set, with which different voltages may be obtained. This battery does away with the necessity of unfastening and refastening the leads in connecting up more batteries for a higher voltage.

Marconi Wirless Co. of Canada, Ltd., had a very interesting exhibit in the Sports building, of radio sets of the larger and more expensive type.

Canadian Wireless Telephone Co., Toronto, showed a part of radio equipment known as the "national airphone" that attracted considerable interest.

Canadian Westinghouse Co., Hamilton, had on exhibit a type "R.C." short wave receiver regenerative of the Armstrong patent, that is a combination of tuner, detector and two stage amplifier. It is combined in one cabinet being very compact. It permits receipt of distant messages on any wave length of 180 to 700 meters. Complete instructions covering erection of antennae and operation of equipment is included with each set.

Jewett Radio-Phonographs, Walkerville, presented a phonograph that utilized radio for its music and concerts. the equipment is installed in a cabinet, similar to that of a phonograph and the sound is magnified by means of a sounding box similar to those used in that instrument. It illustrated the field that radio will ultimately cover.

LETTER FROM POSTMASTER-GENERAL

W. F. Macpherson, Esq.,
Secretary, Ontario Retail Hardware Association,
Prescott, Ont.

Dear Sir:

I have your communication of the 6th inst., quoting a resolution passed at a meeting of the Executive of your Association held in Toronto, Monday, 2nd instant, to the effect that the introduction of the C.O.D. service in connection with mail matter should be deferred for six months for the reason that the extension of this service will be an advantage to city departmental stores and mail order houses, and will work to the detriment of the retail stores, and will impose an additional burden on the postal service, while at the same time competing with the national railway express service, and I am inclined to the opinion that the resolution was passed on a misunderstanding of the whole situation, and that the fears of your Association are groundless.

As a matter of fact, no request for C.O.D. service was made by any departmental store or mail order house in Canada. As I undestand it, they make very little use of the C.O.D. service which the express companies have provided for many years, for the reason that it is becoming a general practice to pay the cost of transmission of goods and as the goods are ordered from catalogues in the hands of the customers and the prices are correctly stated, all difficulty is removed in regard to enclosing the proper remittance, so that this has become the established method of conducting mail order business. It is not expected that their method of doing business will be changed, nor that the C.O.D. system in connection with mail matter will have any material effect in so far as these houses are concerned.

To tell the truth, it is expected that the retail stores will be the ones that will benefit most, as they do not, as a rule, issue catalogues, and a C.O.D. system would, therefore, be a distinct advantage to them, as rural customers would be able to order goods by mail, even though they have no knowledge as to prices, the C.O.D. filling the deficiency in this respect. In fact, it has been local business firms, particularly those engaged in repair business, such as jewellers, automobile accessory manufacturers, etc., who have been pressing the Department for the establishment of the C.O.D. service in connection with mail matter. It is in the response to the request of such firms that it is being established and it is proposed to give it a fair trial.

It is not intended that it should add any expense to the Department. In fact, it is being placed on a basis that will enable it to pay its way and possibly yield a small profit. It is the intention that very close check will be kept on the operation of the system, so that full and exact information will be obtained as to exactly how it operates and who are taking advantage of it.

If, after the system has been given a fair trial, your Association has evidence to show that it is working out to the detriment of the retail merchants and to the advantage of the departmental stores and mail order houses, and will submit the evidence to us, then that phase of the question will be carefully considered.

Yours sincerely,
(Hon.) Chas. Murphy.

Ottawa, Sept. 8, 1922.

Brantford Computing Scales, Limited, exhibited their productive store equipment for all trades. The company makes automatic computing scales, cheese cutters, and meat slicers. These were shown in infinite variety.

Telephone: Main 4958

TOMLINSON & FORBES

Manufacturers of

High Grade Radio Parts

Service Quality Price

"T & F" parts are made under these conditions. We specialize in Triple Coil Mountings, Plugs and Lateral Coils. T & F parts are stocked by the best stores Have you ordered yours? Price list on application.

216 Victoria St. TORONTO, ONT.

Complete Line of

Wholesale Radio Supplies

WHOLESALE DEALERS ONLY

TORONTO RADIO COMPANY

147 Victoria Street, TORONTO

We are now manufacturing here and can give immediate delivery on

RADIO SUPPLIES

including complete Recieving Sets and all component parts and equipment.

Motor Sundries Corporation, Limited

414-420 Eastern Avenue TORONTO

Wholesale Radio Supplies

See our two page ad in June issue of "RADIO"

or

write us for price list and particulars of our full line.

The

Jack V. Elliott Company

Hamilton - Ontario

Canadian Radio Electric Co.

Specialists in the manufacture of

RADIO SETS

We have been manufacturing Radio parts and sets for years in the best quality of material, by expert workmen.

Our Concertwave Receiver Type CR. Ten is the most up-to-date on the market. Guaranteed to give perfect satisfaction, and is easily operated by anyone.

If you want the best—write to us for our liberal proposition to dealers and jobbers.

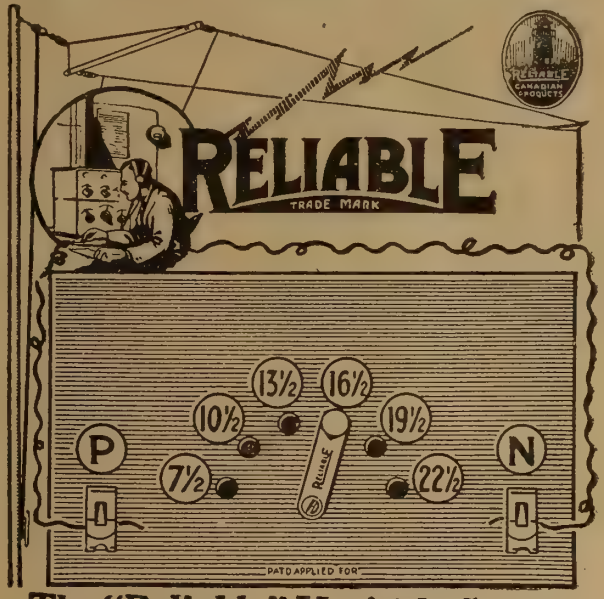
Our money back guarantee stands behind every piece of apparatus we sell.

Write to-day for our latest Radio Apparatus bulletin.

Canadian Radio Electric Co.

Withrow Park near Logan Ave.
Toronto, Canada

PHONE: Gerrard 3027



The "Reliable" Variable Switch

is the solution to the wireless battery problem.

By pointing the regulating arm to the voltage required (as indicated on dial), the voltage is increased while the amperage current remains the same. With the "Reliable" Variable Switch the Negative and Positive leads may be kept stationary.

Ask to see the "Reliable" Variable Switch at your Radio Equipment Dealers—you'll decide then to own one.

Use "Reliable" Unit 9122 or 9222 for Peanut Valve Filament.

Manufactured only by

The Dominion Battery Co., Limited

Toronto - Montreal - Winnipeg - Calgary - Vancouver

DEMAND *for* STOVES *and* RANGES BACKWARD

In Orillia and Barrie, Customers are Holding Back for Better Prices—Mail Order Competition.

The strike on the part of buyers that affected all kinds of business so much a short time ago is still holding true in respect to the stove business in these two towns E. H. Bradden of the Otton Hardware Co. Barrie, recently described the situation as it seems to exist in this one district of Ontario. "We have been practically forced to discontinue our stove business," he said." For our sales of coal and wood stoves and ranges we have depended on farmers trade and the farmers have not been buying. This kind of stove has been meeting with so little sale and we have had some in stock so long that we have made an effort to make sales by reducing prices to the detriment of our own profit just to get them off our hands. Even reduced prices have not cleared out our stock. They did create some interest, but only enough to have customers come in, look over the stoves, compare the reduced price with the original and say, 'Oh, the price has come down that much and I can wait longer until it comes lower still.' This attitude typifies the whole situation as it affects the dealers in the smaller towns.

Otton Hardware Co. have found town trade somewhat better. This has been chiefly in eletric stoves however. Conditions in Barrie are particularly good for electric stove business. One of the most enticing features is that their eletric rate is one of the smallest in Ontario. Due to this, it has been found much cheaper in the end to buy an electric. There has been considerable building going on and electric stoves are being given the preference in the new buildings. But, even this end of the stove business is falling away now. Otton's have found that the electrical men as well as being able to give expert advice and service on these stoves have been giving better prices to the customers than they can afford to give. The loss of this trade virtually takes away the hardwareman's stove business.

Hubbard Hardware, also of Barrie, have found the same conditions affecting them as far as coal and electric stoves and ranges are concerned. They have made big advances in filling in the gap in their sales by the loss of this business with sales of coal-oil stoves. By means of attractive window displays and local advertising in co-operation with the advertising assistance given by the coal-oil stove manufacturers, they have succeeded in building up a large oil stove business. They carry two makes of stoves, one that is complicated but gives better service, and a more simple one. By means of choosing their customers and making sure that none but a person who is sure to be careful in using an automatic stove is sold one they have made satisfied customers. Because of the uncertainty of the stove market they have been buying only as they require stoves.

The Orillia stove dealers reported the same conditions as those that existed in Barrie. Mr. MacNab of the MacNab Hardware, said that where a few years ago he used to have from one hundred to one hundred and fifty stoves in stock, now he has not over five on the floor. He claims that it is the high prices that he has been forced to demand for stoves that have ruined his business. His old customers claim the mail orders houses will sell and deliver stoves much cheaper than he can although the stoves may be of a poorer quality. He also says that the coal oil stove is rapidly replacing the heavier line. He says that it is because of the price, because people do not wish to pay a big price for a stove or range when they can get an oil stove that will give almost the same service for less money.

ELECTRICAL GOODS SELLING WELL

Central Hardware in Orillia are doing good business in irons, toasters, etc. Where formerly they carried no more than a dozen irons in stock fifty irons do not last long now.

Otton Hardware, at Barrie, also carry a complete and fast moving line of electrical appliances. These are not only the smaller and less expensive articles such as electric irons and toasters, but the more expensive grills, as well.

The manager of Tudhope-Anderson Co. Ltd., of Orillia, said that their stove business for the first six months of this year has already amounted to more than last year. He says that there is small hope for reduced stove prices but that they are due to stiffen. They have reduced the prices as much as possible to help the dealers but the cost of labor and iron has been so great that it is impossible to make further reductions.

TAKING ADVANTAGE OF SPORTS

Every town has its leagues of various seasonable sports. This is a fact that should bring the hardwareman some good business in sporting goods. In Huntsville, MacGregor hardware has almost monopolised this trade because they offered a splendid line. On the other hand Hern Hardware, in the same town, has gone after the golf business. With a golf course just recently built they have done very good business with the golf enthusiasts.

A plan that one dealer has found profitable, which is used by the big sporting goods stores, is to offer a discount to clubs purchasing all their equipment at his store. In this way he has been able to get all the business of several of the teams. The magnitude of his business more than makes up for the discount given to the various sports organizations.

Another policy of a Toronto store could be easily followed. They give a cup for the winning teams and the conditions are that each team in the league purchase its equipment from them. Their league has become so popular that it comprises some of the best amateur teams in Toronto. Dealers in smaller towns should be able to follow out this plan even to better advantage than the city dealers. There are so many different leagues in every sport in the cities.

The hunting season will soon be opening so that now is the time to prepare for this business. The same principles in the other sports can be carried out in reference to sport. Some dealers have found it profitable to offer a trophy for the best deer head from a deer shot with their ammunition or with one of their rifles. All such contests as these build up profitable sales.

HARDWARE *and* ACCESSORIES YOU *can* SELL

New Goods and Selling Helps being Introduced to the Trade—Write to the Manufacturers for Additional Information and Mention This Paper.

MARVEL SCREEN DOOR HOLDER

A new model of the Marvel Screen Door Holder is being made by Geo. W. Mallory, Blenheim, Ontario, it being used both for screen and storm doors. An improved angle bearing giving additional strength and making the holder almost indestructable, it being made of cold rolled steel with a steel coil spring.

NEW ONEIDA GAME TRAPS

Oneida Community Ltd., are introducing a new coil spring game trap which they claim will not clog when in operation and will stand unusual abuse and is not affected by climatic conditions.

OXFORD DRY MOP

The Oxford Mop Co., Woodstock, Ontario, are manufacturing a line of dry mops for use on hardwood floors and walls, the mop being reversable and quickly removed from the handle and turned over, thus providing two wearing surfaces. The mops are being made in brown and red and it will also be supplied in a slate grey color.

RELIABLE RADIO BATTERIES

The Dominion Battery Co., Toronto, announce that they are marketing the Reliable radio "B" battery which enables the voltage of the battery to be changed without disconnecting the leads. With the Reliable Variable Switch, the negative and positive leads are kept stationary, the amperage of the battery being unchanged.

NEW LAWN SPRINKLER

The Flexible Shaft Co., Toronto, are introducing the Rain King lawn sprinkler with which it is said to be possible to regulate the spray to cover a circle varying from 8 inches to 70 feet in diameter. The spray can also be adjusted to water strips of lawns, corners and odd shaped places without watering the adjoining sidewalks, etc.

ROOFING FIRMS AMALGAMATE

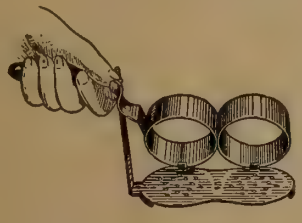
Alex. McArthur Co., Ltd., Montreal, manufacturers of roofing papers, have amalgamated with the Barrett Co., Ltd., of the same city. The Alex. McArthur Co., was founded about 40 years ago, and since 1903 has been conducted under the management of B. J. Munn, with roofing and paper mills at Montreal and Joliette, Que.

Mr. Munn is retiring and H. C. Bonney, vice-president and general manager of the Barrett Co., Ltd., is now head of the Alex. McArthur Co., which will continue to market its roofing products under its own name. Both the Alex. McArthur Co. and the Barrett Co., will be conducted separately as heretofore.

The Barrett Co., is the successor of the Paterson Mfg. Co., manufacturers of roofing and lawn products with plants and warehouses in various cities throughout Canada.

MAGUIRE EGG POACHER

The Maguire egg poacher is a new product being introduced by the Aluminum Specialty Co., of Canada, Ltd., 61 John St., Toronto. This utensil is a practical, handy, economical poacher, a popular kitchen utensil in the home, restaurant, club, hospital or camp. They are made of high quality aluminum, and by a simple method of operation, the poached egg can be served firm and round. A light pressure of the thumb lifts the cups and releases the eggs. Another feature is the fact that the water is allowed to drain off through the raising of the rings and the perforations in the bottom. The manufacturers state that no spoons are necessary, no portion of the egg or eggs is lost, and the fact that the Maguire poacher is made of aluminum enables the eggs to be kept warm until served, as this metal retains heat.



NEW GURNEY SOVE CATALOG

The Gurney Foundry Co., Ltd., Toronto, have issued a new catalog number "S"221 featuring their complete line of stoves and ranges, the book being 48 pages in size and very attractively illustrated. Gurney stoves and ranges are shown in a wide variety of finishes and for numerous uses, a range being shown for practically any type of use which can be imagined. Very full details and specifications are given, and it is noted that the white enamel finish has become so popular in the Gurney gas range line that it is now being offered in coal ranges with their "D" finish Laurentic, this making a very beautiful range with pure white surface and just enough nickle plate for relief.

Another handsome range illustrated is the "E" finish Laurentic with a corrosion proof jet black body finished in electrically baked black enamel. This finish sets off the nickle plate and white enamel door to perfection.

Stove dealers will find this catalog a particularly valuable one for them to have on file.

WIRE MANUFACTURERS MERGE

The Anderson Wire & Metal Co., of Rockford, Ill., with Canadian plant at Watford, Ontario, has been consolidated with the Cassidy-Fairbanks Co., Chicago, and the Wire Goods Co., of Worcester, Mass., the headquarters to be at Worcester, Mass., under the name of the Washburn Co.

BUYS BROWN ROLLING MILLS

American Brass Company interests took over the plant and business of Brown's Copper and Brass Rolling Mills, Limited, New Toronto, last month. The American Brass Company is owned by the Anaconda Copper Mining Company, which is one of the leading copper mining and refining organizations in the world. The New Toronto plant is being operated to meet the requirements of the Canadian trade. For the present, the company has no plans for the enlargement of the plant. A Dominion charter has been secured for the Anaconda American Brass, Limited, with a capital of $1,000,000, and the entire stock is owned by American Brass Company. A. H. Quigley is manager of the Canadian plant.

FRENCH CUTLERY AGENCY

The Societe Generale de Coutellerie et Orfevrerie, Paris, France, manufacturers of cutlery, pocket knives, etc., have appointed T. Mortimer & Co., Empire Bldg., Toronto, as agents for their line in Ontario.

BABY GRAND IRONER

Ingersoll Machine & Tool Co., Ltd., Ingersoll, have placed on the market recently the "Baby Grand Ironer." This ironer weighs only seventy-five pounds and occupies a space three feet long by fifteen inches wide and irons everything in the family wash. It can be operated from any light socket and, therefore, it is not necessary to have extra wiring done.

Trade News From Coast To Coast

A Monthly Summary of News Among Dealers, Jobbers, Manufacturers and Allied Interests

ALBERTA

Amisk—J. W. Streit, hardware, has been succeeded by W. B. Larue & Son.

Colinton—Watson Hardware Co., has succeeded Fisher & Watson, hardware.

Ponoka—Wyman & Small have succeeded the Allen Hardware Co., Bowden, Alta.

Stettler—R. B. Wilkinson has purchased the business of Holton-Bradley Hardware Co.

Youngstown — Ballantyne Bros., have sold to W. C. Auld.

Calgary—Wood, Vallance & Adams have sold their auto business to the Motor Car Supply Co. of Canada, Ltd., with warehouses at Calgary and Edmonton.

BRITISH COLUMBIA

Smithers—D. B. Rolston established new hardware and sporting goods store.

Terrace—F. Lezelle sold to Hatt Bros.

Vanderhoof—R. C. McCorkell establishing a store at Bear Lake, B.C.

Vancouver—Hewer Hardware Co., are opening a store on 12th Street West.

QUEBEC

Drummondville—L. Rousseau is commencing a hardware store.

Montreal — The Dominion Glass Company will erect a new plant to cost about $1,000,000.

Montreal—Lambert Hardware Co., 2552 St. Hubert St., are building a new store to cost $20,000.

Quebec—H. O. Martineau of Martineau & Co., wholesale hardware, is dead.

Montreal—Fancher & Fils, Ltd., hardware, have obtained charter.

ONTARIO

Campbell's Bay—A. C. Rongier, hardware, selling out.

Chatham—Wireless Vacuum Cleaner Co., Ltd., incorporated at $150,000 to make vacuum cleaners.

Glencoe—W. L. Cummings & Sons have succeeded F. L. Charlesworth, hardware.

Hamilton — Fitzgerald & Kent's warehouse at 232 King St. East, was damaged by fire.

Hamilton—Meakins & Sons, Ltd., brush manufacturers, have opened a new warehouse in Liverpool, England.

Hamilton — Scarfe & Co., Ltd., Brantford, Ont., manufacturers of paint, varnish, wax, etc., have opened a retail store at 266-268 King St. East, for the distribution of their products.

Hopeville—Charles Wale's store and dwelling was damaged by fire to the extent of $25,000.

Newboro—R. G. Bawden, hardware, fire loss.

St. Thomas—A. S. Bowron, secretary of the Malleable Iron Range Co., is dead.

St. Thomas—F. N. Barrett succeeds A. E. Campbell, hardware.

Tillsonburg — Charles G. Davies, former superintendent of the Maple Leaf Harvest Tool Co., died suddenly.

Toronto—The Queen City Hardware has commenced business at 1883 Queen St. West.

Toronto—The Canada Fence Co., incorporated with $1,000,000 capital to make wire and metal goods.

Toronto—Quality Hardware & Electric Store has commenced business at 224 Greenwood Ave. C. W. Collins is the proprietor.

Toronto—R. J. Walker has been appointed sales manager of the International Varnish Co.

Toronto—Parsons Automatic Window Appliances Co., Ltd., incorporated with $360,000 capital to make window appliances and hardware.

Toronto—N. C. Baiden is opening a hardware store at 2266 Bloor St. W.

Toronto—St. Clair Electric and Hardware, Ltd., incorporated at $40,000 to manufacture hardware and radio apparatus.

Toronto—Charles Tew is now manager of the Toronto office of Lyons & Marks, wholesale hardware, succeeding N. C. Baiden.

Kitchener—John Fennell, founder of the hardware firm of J. Fennell & Son, died recently at the age of 85 years. Mr. Fennell, Sr., has been retired from the business for some years, it being conducted under the management of his son.

Toronto—Walter Davis & Co., have opened a hardware store at 1433 Yonge St.

Toronto—The Dominion Battery Co., are opening warehouses in Winnipeg, Montreal, Calgary and Vancouver to facilitate service.

Toronto—Thoronto & McWilliams have opened a hardware store at 273 Glebemount Ave.

Toronto—James Westwood, founder of the firm of James Westwood, stove dealers, died recently.

Walkerville—A. J. Stephens & Son are moving into a larger store in the Imperial Block.

Windsor—O. P. Hamlin Co., Ltd., incorporated at $50,000 to manufacture plumbing, heating supplies and sanitary fixtures.

SASKATCHEWAN

Bromhead—J. W. Mingle, hardware, fire loss.

Broadview—Central Hardware, opening store.

Darmody—Darmody Hardware Co., has opened a store.

Lashburn—D. T. Small commenced a tinsmith shop.

Hafford—Hafford Hardware Co., has commenced business.

Montmartre—F. Caron has discontinued business.

Strassbourg—John Cleverley, hardware, has been succeeded by R. S. Hunter.

Vegreville—Standard Hardware is commencing business.

Vegreville—M. Kassian has opened a hardware store.

Preeceville—John Pellin, hardware dealer, formerly associated with Jas. Robertson Hardware Co., and the J. H. Ashdown Hardware Co., Winnipeg, and McLennan McFeeley Hardware Co., Ltd., Vancouver, and one of the best known hardware dealers in Western Canada, died recently while visiting his son here.

MARITIME PROVINCES

Fredericton, N. B.—Sutherlands, Ltd., has been incorporated, capital $75,000, to take over the business now known as Sutherland Brothers, wholesale and retail plumbers and hardware. Those incorporated are R. H. Sutherland, D. H. Sutherland and George A. Robertson. Head office is at Moncton, N.B.

RUSSELL CHOWN RETURNS EAST

Russell C. Chown, formerly manager of W. W. Chown & Co., retail harware, Belleville, Ontario, and president of the Ontario Retail Hardware Association in 1911-12, has returned to Ontario after spending a decade in the hardware and paint business in Alberta.

For a number of years Mr. Chown was associated with his father and



R. C. CHOWN
Former President, O. R. H. Assn.

brothers in operating several hardware stores at Edmonton, but for some years he has been travelling as salesman in Alberta, representing the Calgary Branch of the British American Paint Co., Victoria, B.C., as well as several wholesale hardware houses including Revellion Freres, Edmonton, and Wood, Vallance & Adams, Calgary.

Mr. Chown has joined the staff of Stewart & Wood, Ltd., wholesale paint dealers, Toronto, and will represent them in Western Ontario where he has scores of friends who will remember his former activities in the Ontario Retail Hardware Association.

Some managers are optimists, and some are pessimists, and the failures always came from the ranks of the pessimists.

For INDIVIDUAL DISPLAY and QUICK SERVICE
Use NO. 24-N CASE

Will give you four times the service of ordinary show cases in that an 8' as shown will carry 60 varieties, and the 6' carry 45 varieties, ready for instant service. Price of 6' is $200.00 and the 8' is $260.00.



The WALKER BIN & STORE FIXTURE CO., Limited, Kitchener, Ont.

Manufacturers of complete line of store fixtures, show cases, display tables, counters, wall cases and shelving.

"YANKEE" VISES

FOUR SIZES

With Detachable Swivel Base



Your Jobber will supply you.

Dimensions	1991	1992	1993	1994
Jaw Opening	1 1/2	1 15/16	3 1/8	4 in.
Height Over All	3 1/8	4 1/8	5 3/4	12 1/4"
Length Over All	4 5/8	6	8 3/4	7 5/8"
Net Weight	3	6	14	41 lbs

This vise is accurately machined on the bottom, sides and end, for use in holding work in several positions on drill press, shaper, etc., allowing it to pass through several operations before necessary to change it in the vise. An entirely distinct feature in vises and one that is quickly appreciated by Tool Makers, Pattern Makers and Machinists.

NORTH BROS. MANUFACTURING CO.

PHILADELPHIA, PA.

HARDWARE MARKET SITUATION

With the opening of the fall there is noted quite a distinct revival of trade. General trading has been improving in most country points for some few weeks now and in company with this better feeling, hardware trading, too, has been getting better all the while.

With the big strikes out of the way there should be a better buying spirit, unless the continued high freight rates preclude this to any appreciable extent. There is still a big shortage of cars, and with a big crop movement from the West this is apt to continue until the cold weather comes along. This condition will likely affect hardware prices.

The present has been a busy season for binder twine. Quite a few dealers at country points both in Ontario and in the West report record sales of twine this year. Builders' hardware, also, is at present, and has been for six weeks past, selling well, the larger centres especially reporting good steady business in this line.

While there are still a number of price changes reported, there is in general a noticeable steadying of the market, and of late the changes reported are mostly upward. While the readjustment period is not over, and there will certainly be more commodities on which lower prices will be quoted, yet with the increase in sales and increased production by factories, business is bound to take on a livlier hum from now on.

The following are some of the changes reported during the past month:

Declines

Pruning Shears—Slight reduction of five per cent. on Peck, Stow & Wilcox make.

Shot Guns—Reduced quotations on single-barrel guns. The non-ejector type are at $10.80 and ejector guns at $11.25.

Tire Chains—Prices on Weed and Rid-o-Skid automobile tire chains are lower by five per cent. The new prices run per pair at the following new list prices, the discounts being for one to 10 pairs, 25 per cent.; 11 to 49 pairs, 30 per cent.; 50 to 99 pairs, 33 1/3 per cent.

Weed Chains—30 x 3½, $6; 32 x 3½, $6.60; 31 x 4, $7.25; 32 x 4, $7.50; 33 x 4, $7.75; 34 x 4, $8.50; 35 x 4, $9; 32 x 4½, $8.75; 33 x 4½, $9; 34 x 4½, $9.25; 35 x 4½, $9.75; 33 x 5, $10; 34 x 5, $10.50; 35 x 5, $10.75; 36 x 5, $11.25; 37 x 5, $11.75; 36 x 5½, $14.50.

Rid-o-Skid Chains—30 x 3½, $3.75; 32 x 3½, $3.95; 31 x 4, $4.10; 32 x 4, $4.25; 33 x 4, $4.50; 34 x 4, $4.75; 32 x 4½, $4.75; 34 x 4½, $5.

Weed Cross Chains are at per hundred: 3½ inch, $11; 4 inch, $12; 4½ inch, $13; 5 inch, $15; 5½ inch, $18; 6 inch, $22.

Roofing Nails—Reduced a cent a pound. The new price is at $9.50 per hundredweight for kegs, and $11.50 for less quantities.

Cutlery—Reduced prices are quoted on period patterns Community plate stainless steel cutlery. Medium knives are at $18.10 per dozen; dessert knives are $17.60, and fruit knives $15.20. Knife and fork sets are at $14.19 per dozen for medium with flat handled forks, and $17.87 for hollow handled forks; $13.77 for dessert knives with flat handled forks, and $17.49 with hollow handled forks.

Coal Oil—Down a cent a gallon to 23 cents a gallon.

Ready Roofing—Delivered ten cents a square.

Mops—Lower prices of $10 a dozen are now asked on Liquid Veneer mops.

Locks (Yale and Towne)—Reduced five per cent.

Cement—Declined five cents a barrel in car lots.

Maydole Hammers—Reduced. No. 1 now $18 a dozen; No. 1½, $16.60; No. 12, $15.60; No. 13, $13.85; No. 23, $12.50.

Rat and Mouse Traps—Reduced. Holdfast mouse, $3.25 a gross; rat, $1.20 a dozen; Victor mouse, $2.75 a gross; rat, $1.15 a dozen; Roundwood, four-hole mouse, $15.50 a gross.

Lufkin Rules—Reduction of five per cent. on some boxwood rules, and ten per cent. on spring joint rules.

Putty—Reduced a cent a pound.

Alarm Clocks—Reduced. Big Ben and Baby Ben now $3.03 each in dozen lots and ten cents higher for broken dozens.

Clothes Wringers—Lower list prices quoted averaging around five per cent.

Increase

Sash Weights—Slightly higher at $2.60 per hundredweight for solid and $3 for sectional.

Galvanized Sheets—Advanced 35 cents per hundredweight.

Work Gloves—Increased prices are asked for new season's canvas and jersey cotton gloves. Gross lots are at $15 a gross.

Steel Pipe—New list, No. 56, issued showing advanced prices on black and galvanized pipe.

Linseed Oil—Now $1.10 for raw and $1.13 per gallon for boiled oil in single barrel lots.

Turpentine—Now $1.80 a gallon for single barrel lots.

Axes—Increased. Single and double bit chopping axes up $2.50 a dozen, and hunters' axes $1.50 a dozen. Bench anxes are now 50, 10 and 5 off.

Bale Ties—Higher by 15 cents per hundredweight.

Files (Nicholson)—Higher. Discount changed from 40 to 30 per cent. off.

Wire—Higher by 15 cents per hundredweight on plain bright, annealed, tinned and coppered wire.

Pipe Fittings—Advanced five per cent. and over on both cast and malleable fittings.

REVISED STEEL PIPE LIST No. 56

Standard Buttweld Pipe S/C

Size.	Steel Blk.	Gen. Galv.	Wrot. Blk.	Iron Galv.
⅛ in.	6.00	8.00	...	...
¼ in.	3.96	6.00	7.20	9.30
⅜ in.	3.96	6.00	7.20	9.30
½ in.	5.02	6.55	7.31	8.93
¾ in.	6.10	7.82	8.86	10.70
1 in.	8.50	14.22	12.58	15.30
1¼ in.	11.50	15.18	17.02	20.70
1½ in.	13.75	18.15	20.35	24.75
2 in.	18.50	24.42	27.38	33.30
2½ in.	29.25	38.61	...	...
3 in.	38.25	50.49	...	...
3½ in.	49.68	64.40	...	...
4 in.	58.86	76.30	...	...

Standard Lapweld Pipe S/C

Per 100 feet.

Size.	Steel Blk.	Gen. Galv.	Wrot. Blk.	Iron Galv.
2 in.	22.20	27.75	31.08	37.00
2½ in.	32.76	41.54	46.80	56.16
3 in.	42.84	54.32	61.20	73.44
3½ in.	50.60	66.24	72.68	89.24
4 in.	59.95	78.48	86.11	105.73
4½ in.	68.58	87.63	1.04	1.24
5 in.	79.92	102.10	1.21	1.45
6 in.	1.04	1.32	1.57	1.88
7 in.	1.38	1.79	2.02	2.45
8L in.	1.45	1.88	2.13	2.58
8 in.	1.67	2.16	2.45	2.97
9 in.	2.04	2.62	2.97	3.59
10L in.	1.89	2.43	2.75	3.33
10 in.	2.43	3.13	3.54	4.28

SELL DOOR CHECKS.

The old saying, "Shoemakers' children have no shoes," seems to apply to other lines also. It is quite common to find a hardware dealer who is enthusiastic about door checks, but does not use them on his own door, which is the best demonstrating model you can get and is proof that you believe in their use.

One hardware store goes a step farther and puts a sign on the door reading like this: "Don't slam this door. It will close itself." Naturally this directs attention to the check.

Many builders' hardware salesmen find it profitable to make a canvass of the stores in their towns. They first make a deal with some carpenter to install the checks at a fixed price and then quote the prospect a price for the check installed.

One salesman who tried this plan always selected a raw day for the work, and says when he went into a store that was not using a check on the entrance he always left the door wide open, demonstrating effectively the need of it.

There are several points which the salesman should use in making these sales. The door check closes the door, does it noiselessly, protects the glass from breakage, and saves many steps during the year. Another point which does not want to be overlooked is that the merchant using a door check can tie down his latch bolt so that customers merely have to push in order to get in.

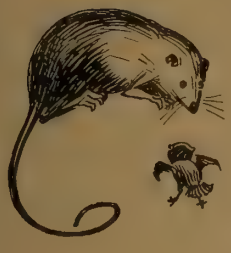
Frequently women shoppers have trouble getting into stores, because their arms are full of bundles and the latch bolt sticks. Some stores even find it necessary to keep a boy at the door to open and close it for customers. These inconveniences will be avoided by using a door check and fastening the latch down. A small sign on the outside of the door with the word "Push," will do the rest.

The employe is standing in the way of progress when he refuses to learn new and better methods of doing his work.

Off with the old love - on with the new.



Says the Wise Old Owl:



To the owlet nestling in the nest,
Ere spreading forth his wing,
Dependent still on his mother's quest,
A mouse is a mighty thing. -
Comes the time when the owlet flies
Off to his own tree trunk. -
To hunt for himself and find the size
Of the mouse a good deal shrunk
And so with man when he goes abroad
So with what meets his eyes -
If a Ford is all he can afford,
(Excuse the pun) He buys.
For years will his first love hold his heart,
Together they will stay.
But one day Success will bid them part
And "Lizzie" go her way.





The buyer of a Gillette Brownie is always your prospect for a new improved Gillette.

The blade business keeps him in touch with you, and when he feels he can afford to own the best razor in the world, he will come to you for it—the New Improved Gillette.

Meantime, you have been profiting on your sales of blades perhaps even to a greater extent than you do on the New Improved, in that the new razor lengthens the life of every blade by several shaves.

Your shaving corner is the best corner of your store and the Gillette Safety Razor the best thing in the corner—building steadily, building solidly, building permanently—building, always building.

And the "kid brother" or whomsoever else inherits the old Brownie is a new blade customer for you and a new prospect for the New Improved.

Gillette
Safety Razor

The New Improved $5.00

GILLETTE SAFETY RAZOR CO.
OF CANADA LIMITED
MONTREAL
QUE.

The Brownie Gillette $1.00

The quotations below are approximately correct for large lots in Toronto on the date mentioned.

CURRENT PRICES

TORONTO, SEPT. 12, 1922

They may not be the same in any other jobbing centre owing to freight and other conditions.

METALS and SHEETS

Aluminum—Ingots, per pound, 20c.

Antimony—Per pound, 7c.

Brass—Sheet, base, 23c; rods, base, ½ to 1 in., round, 20c; tubing, seamless, base, 25c. F. o b. Toronto.

Copper—Casting ingot, base, 17c; rods, ½ to 2 in., 28c; soft sheets, plain, 16 oz. and heavier, lb., 28c; plain tinned, 16 oz. and heavier, lb., 35c; polished and tinned, 16 oz. and heavier, lb., 40c; tubing, lb., 29c.

Above prices are full sheets and bars. Cut sheets and bars are 5c per lb. higher.

Coppers, Soldering—Base, 4 to 8 lbs., 35 cents per lb.; 3-lb., 38c; 2½-lb., 39c; 2-lb., 41c; 1½-lb., 44c; 1-lb., 48c per lb. F.o.b. Toronto, Hamilton.

Iron, Tinned—Lion and Crown Brand, Toronto in 22, 24 and 26 gauge. 36 x 96, 16c per lb.; 48 x 96, 17.50c per lb. Less than case, 50c per 100 lbs. extra.

Lead (pig)—$7.00 per hundred lbs.; sheets, 4 to 6 pounds per sq. foot, in rolls, 9c per lb. Cut sheets to size, 1c extra.

Iron—Bar, base, $3.15 per cwt.; angle iron, $3.25; horseshoe iron, $3.75; Norway, $12.50; toe caulk, $4.00.

Steel—Mild bars, $3.15; bands, $3.65; tire, $3.35; spring, $8.00; sleigh shoe, $3.15; hoop, $4.00; crucible cast sheet, $28.00; cast tool, $18 to $30, according to grade.

Sheets, Blue Annealed—10 gauge, $4 per 100 pounds; 12 gauge, $4.05; 14 gauge, $4.10; 16 gauge, $4.20.

Sheets, Black—18 to 20 guage, $4.80 per 100 pounds;22 to 24 guage, $4.85 26 guage, $4.90; 28 guage, $5.00.

A charge of 25 cents per cwt. is made for less than case lots; and an extra 10 cents per cwt. is charged on sheets 36 inches wide in 28 gauge and lighter.

Sheets, Corrugated—No. 28 gauge, $6.50 per 100 sq. ft.; 26 gauge, $7; 24 gauge, $9; 22 gauge, $11; 20 gauge, $12.50; 18 gauge, $16; lighter than 24 gauge and wider than 27 inches, 75 cents a square extra. Discount 10 per cent.

Sheets, Galvanized—	Queen's Head	Fleur-de-lis
28 gauge, per 100 lbs..	$7.50	$7.00
26 gauge, per 100 lbs...	7.25	6.75
24 gauge, per 100 lbs...	6.85	6.35
22 gauge, per 100 lbs...	6.40	5.90
18-20 gauge, 100 lbs...	6.25	5.75
	Premier	Apollo
10¾ oz., per 100 lbs....	$6.10	$6.75
28 gauge, per 100 lbs....	5.70	6.35
26 gauge, per 100 lbs....	5.40	6.05
24-22 gauge, per 100 lbs.	5.25	5.90
20-18 gauge, per 100 lbs.	5.10	5.75
16 gauge, per 100 lbs....	4.95	5.60
14-12 gauge, per 100 lbs.	4.80	5.45

Plates (Canada)—Dull, 60 sheets, 5.35; ordinary, 52 sheets, $5.25.

Plates (Coke Tin)—IC. 20x28, 112 sheets, $13.00, IX, 20x28, 112 sheets, $16.00; IX, 20x28, 56 sheets, $8.50.

Plates (Charcoal Tin)—IX, 20x28, 56 sheets, $10; IXX, 20x28. 56 sheets, $12.

Plates, Terne—IC, 14x20, 112 sheets, $10.50.

Spelter—Per pound, 8¼c.

Tin—Ingots (100 lbs.), per lb., 36c.

Zinc—Sheets, per lb., 11c.

Scrap—Iron, $11.50; iron pipe, $6; heavy copper, $10.50; light copper, $8; light brass, $3; heavy brass, $5.50; heavy lead, $2; tea lead, $2; zinc, $4.

PLUMBERS AND TINNERS' SUPPLIES

Boilers (Range)—30-gal., $17.50, standard disc. 50 per cent.; extra heavy, disc. 40 per cent.

Boiler Tubes—2 inch, seamless, $19; lapweld, $16.

Compression and Fuller Work—Compression work (standard), discount, 45%. Fuller work (standard), 30%. Bath cocks, compression, 38%; fuller, 25%. Flat way stop and waste cocks (standard), 54%. Brass steam cocks (standard), 50%; J. M. T., net list.

Fittings (Malleable)—Discounts 70 and 5 per cent.

Fittings—(Cast iron) fittings, 30%; malleable bushings, 32%; cast bushings, 32%; unions, 47%; flanged unions, 30%; plugs, cast iron, solid, countersunk, all at 30%; couplings, 4 in. and under, 30%; do., 2½ in. and larger, 10%.

Nipples, Wrought—Close and short, 4 in. and under, 60%; 4½ and larger, 50%; long, 4 in. and under, 65%; 4½ in. and larger, 55%; running thread, 4 in. and under 40%.

Oakum—Special No. 1, $15; plumbers', $6.30 per cwt.

Packing — Fine jute, 17c a pound; coarse jute, 18c; hemp, 36c; square braided hemp, 38c; No. 1 Italian, 44c; No. 2 Italian, 36c.

Pipe (Wrought)—Price List No. 54, Dec. 22, 1921.

Standard Buttweld Pipe S-C per 100

Size.	Blk. Steel	Galv. Steel	Blk. Gen.Wrot.Iron	Galv. Gen.Wrot.Iron
⅛ in.	$ 6.00	$ 8.00	$ ...	$ ...
¼ in.	3.84	5.94	7.20	9.30
⅜ in.	3.84	5.94	7.20	9.30
½ in.	4.85	6.46	7.31	8.93
¾ in.	5.87	7.71	8.86	10.70
1 in.	8.16	11.05	12.58	15.30
1¼ in.	11.04	14.95	17.02	20.70
1½ in.	13.20	17.88	20.35	24.75
2 in.	17.76	24.05	27.38	33.30
2½ in.	28.08	38.03	....	....
3 in.	36.72	49.73	....	....
3½ in.	47.84	63.48	....	....
4 in.	56.68	75.21	....	....

Standard Lapweld Pipe S-C, per 100

Size.	Blk. Steel	Galv. Steel	Blk. Gen.Wrot.Iron	Galv. Gen.Wrot.Iron
2 in.	21.46	27.38	31.08	37.00
2½ in.	31.50	40.05	46.80	56.16
3 in.	41.31	53.55	61.20	73.44
3½ in.	48.76	65.32	72.68	89.24
4 in.	57.77	77.39	86.11	105.76
4½ in.	66.04	86.36	1.04	1.24
5 in.	76.96	100.64	1.21	1.45
6 in.	1.00	1.31	1.57	1.88
7 in.	1.33	1.76	2.02	2.45
8L in.	1.40	1.85	2.13	2.58
8 in.	1.61	2.13	2.45	2.97
9 in.	1.97	2.59	2.97	3.59
10L in.	1.32	2.40	2.75	3.33
10 in.	2.35	3.09	3.54	4.28

Pipe (conductor), plain, round or corrugated, in 10-ft. lengths—2 in., $18.40 per 100 ft.; 3 in., $22.30; 4 in., $29.60; 5 in.. $40; 6 in., $49. Less 70 and 10 per cent.

Elbows—(For conductor pipe) 2 inch, $5.25; 3 inch, $6; 4 inch, $10.50; 5 inch, $24; 6 inch, $29. Less 60 per cent.

Pipe (Lead)—12c a pound. Waste pipe, 13c; over 8 inch, 14c. Less 10%.

Pipe (soil)—Med. and extra heavy—2 in., 3 in., 5 in. and 6 in., 40%; 4 in., 40-5%; 8 in., net.

Pipe (Soil) Fittings—2, 3, 4, 5, 6 in., 50 and 5%, 8in., net.

Pipe (stove)—Net list.

Registers—Warm air, japanned and common oxodized, 35% from standard list.

Solder—Wire, 30c a pound; strictly, 22½c; commercial 21c; guaranteed, 24c; wiping, 21c.

Tinners' Trimmings—Plain 50 and 10, retinned, 50%.

Traps and Bends—Discount, 17½%.

Trough (Eave)—O. G. Square bead and half round: Per 100 ft.: 8 in., $15.90; 10 in., $17.70; 12 in., $21.20; 15 in., $28.80; 18 in., $36.50. Less 70 and 10%.

Valves — Globe, angle and check (standard), 15%; J.M.T., 20 and 10%; J.M.T. "C," 25 and 10%; J.M.T. gate valves, 25 and 10 %; Jenkins' gate or straightway, 25 and 10%; Jenkins' Globe, 19 and 10%; radiator valves (standard and removable disc), 58%; Emco check valves (standard), 25%; Emco J.D. rad. valves (screwed), 33%; Emco swing check valves, ⅜ and ½ in. sizes, 40%; other sizes, 33%; Webber gate valves, 33%; Emco gate valves (standard), 25%; Emco globe valves (standard), 25%.

Valves, Foot—1¼ in., blk. 70c, galv. $1; 1½ in., blk. 85c, galv. $1.30; 2 in., blk. $1.20, galv. $2.10.

Washers, Wrought — Round, plain. Sizes given are size of hole. In boxes of 50 lbs. list prices per 100 lbs.—¼ in., $28; 5/16 in., $34.40; ⅜ in., $22.80; 7/16 in., $21; ½ in., $19.60; 9/16 in., $18.80; ⅝ in., $18.60; 11/14 in., $18.40; ¾ in., $18.20; 13/16 in., $18; 1 1/16 in., 1⅛ in., 1¼ in., 1 5/16 in., $18.90; 1⅜ in., 1½ in., 1⅝ in., $18.40; 1¾ in., 1⅞

in., 2 in., 2⅛ in., $19. Discount, 60% f.o.b. Montreal, Hamilton, Toronto, London and Halifax.

Car lots allowance to following points: Windsor, Walkerville, St. John, Moncton, Amherst, New Glasgow, Freight allowance: Fort William and West, 10c per 100 lbs.

Net extras, 26 to 40 lbs. of a size, $1; 25 lbs. of a size or less, $2 per 100 lbs. Package allowances—if taken in kegs about 175 lbs. each, allowance 10c per 100 lbs.; if taken in bags about 100 lbs., allowance 15c per 100 lbs.

HARDWARE

Adzes (Carpenters')—No. 1, per doz.. $21; lipped, $30.

Ammunition (American)—Winchester and Savage advance on American list, 2½%; rim fire ball cartridges, discount, 2½%; centre fibre blank and shot cartridges, 10%. Remington Union Metallic list less 2½%.

Ammunition (Dominion)—Rim and centre fire, less 55%; empty shells, less 30 and 20; Crown Regal and Sovereign, 50 and 2½%; Imperial and Canuck, 50 and 5%.

Shot, standard, 100 lbs., Toronto, $14.00; Montreal, $13.50, net extras, as follows, subject to cash discounts only: Chilled, $1.50; buck and seal, 80c; No. 28 ball, $1.20 per 100 lbs.; bags less than 25 lbs., ½c per lb.; f.o.b. Montreal, Toronto, Hamilton, London, St. John and Halifax freight equalized.

Animal Ties—Cow ties, list plus 25 per cent.; trace chains, list plus 25 per cent.; dog chains, list plus 20 per cent.; halter chains, net; tie-out chains, net; stall fixtures, Dominion, $2.80 per doz.; heavy, $2.

Augers (post hole)—Rodgers make, 8 inch, $29.40; 9 inch, $30 a dozen.

Axes—Boys', doz., $10.50; Hunters', doz., $9.50 single bits, doz., $15.00; double bits, doz., $17.

On weights heavier than base add to list as follows: Group 2, 50c; group 3, $1; group 4, $1.50; group 5, $2; group 6, $2.50; group 7, $3.50.

Bench Axes—Per doz., No. 1, $35; No. 2, $40; No. 3, $45; No. 4, $49; No. 5, $54; No. 6, $60; No. 7, $66. Discount, 60 per cent.

Bale Ties—Single Loop—No. 12, $4.50; No. 13, $4.60; No. 14, $4.70; No. 15, $5; No. 16, $5.20. Cross head—No. 12, $5.10; No. 13, $5.20; No. 14. $5.50; No. 15, $5.95; No. 16, $6.40.

Baskets (Willow)—Delivery (handled), per doz., $7.50 to $11; splint, clothes or meat, per doz., $2 to $2.85; oblong clothes, per doz., $10.50 to $14.75.

Baskets (Wire)—Vegetable — Half bushel, each, 90c; 1 bushel, each, $1.30; 1½ bushel, each, $1.80.

Bells (Cow, Holstein Brand)—No. 0, $9.00 a dozen; No. 1, $7.25; No. 2, $6; No. 3, $4.65; No. 4, $4; No. 5, $3.75; No. 6, $3.10; No. 7, $2.75.

Belting (Leather)—Discounts apply to revised list of Nov. 4th, 1920. Extra quality, 30 per cent. Standard quality, 30/10 per cent. Side lace leather, lb., $1.60; cut lace leather, lb., $1.80.

Belting (Canvas)—65 per cent. off

Bits, Auger—(Standard list prices per dozen): 3-16, $6; 4-16, $5; 5-16, $5; 6-16, $5; 7-16, $5; 8-16, $5; 9-16, $6; 10-16, $6; 11-16, $7; 12-16, $7; 13-16, $8.25; 14-16, $8.25; 15-16, $9.50; 16-16, $9.50; 17-16, $12; 18-16, $12; 19-16, $14; 20-16, $14; 21-16, $16; 22-16, $16; 23-16, $18; 24-16, $18; 25-16, $21; 26-16, $21; 27-16, $24; 28-16, $24; 29-16, $27; 30-16, $27; 31-16, $30; 32-16, $30.

Discounts from Standard list prices: Ford auger bits, add 5%; Ford car bits, add 7½%; Beaver, 35%; Gilmour auger bits, 25% ; Gilmour special 40/5; Gilmour car bits, 12½/5; Irwin auger bits, net; Irwin car bits, net: Mephisto regular, 10%; Mephisto electrician, net; Mephisto car auger bits, 10%; Keystone auger bits, 30%.

Boards (Bake)—	⅜ Rim.	¾ Rim
No. 0—16 x 22, doz.	$ 7.50	$11.00
No. 1—18 x 24, doz.	9.00	11.50
No. 2—18 x 29, doz.	11.00	13.00
No. 3—20 x 30, doz.	13.00	17.00

Boards (Ironing)—No. 1, Daisy, $35 per doz.; No. 10, Daisy, $40 per doz.; No. 33, $21 per doz.; No. 35, $38 per doz.; No. 36, $43 per doz.; Perfection, $40 per doz.

Boards (Wash)—Baby Globe, $2.45 per doz.; Beaver (brass), $8 per doz.; Competition Globe (metal), $5.90 per doz.; Diamond King (glass), $7.50 per doz.; Enamel Queen, $9 per doz.; Glass Globe, $7.50 per doz.; Improved Globe, $5.25 per doz.; Jubilee, $5.80 per doz.; Neptune, $5.25 per doz.; Waverley, $5.25; Newmarket King, $5.80 per doz; Pony, $2.45 per doz.; Royal Globe (zinc) $5.25 per doz.; Original Globe, solid back, $5.95 per doz.; Standard Globe, $5.25 per doz.; Supreme (zinc), $6.50 per doz.; Western King (Enamel), $9 per doz.; Canuck (glass), $7.50; Pearl, (S.M.P.), enamel, $5.40.

Bolts and Nuts—Discounts herewith apply to standard list. Carriage bolts ($1 list), ⅜ in. diameter and smaller, 6 in. and shorter, 40%. Carriage bolts ($1 list), ⅜ in. and longer lengths, 30%. Carriage bolts ($1 list), 7/16 in. and larger, 40%. Machine bolts, ⅜ in. and smaller. 4 in. and shorter, 50%. Machine bolts, ⅜ in. and smaller, longer lengths, 35%. Machine bolts, 7/16 in. and larger, 35%. Sleigh shoe bolts, all sizes, 25%. Coach and lag screws, 45%. Bolt ends, 35%. Square head blank bolts, 35%. Plow bolts, 1, 2, 3 head, 30%. Elevator bolts, large head, 25%; corrugated heads, 55%. Fancy head bolts, 25%. Shaft bolts ($3 list), 25%. Step Bolts, large head ($3 list), 25%. Whiffletree bolts, 25%. Tire bolts, 50%. Stove bolts, 70%.

Nuts, 2 in., and smaller, square. Blank, off net list, $1.00. Nuts, 2 in. and smaller, square, tapped, off net list, 50c. Nuts, 2 in. and smaller, hexagon. Blank, off list, 50c. Tapped, net list.

Terms—Cash in 30 days from date of shipment, less 2 per cent.

Borax—Lump crystal borax, 10c lb.

Brooms—No. 5, 4 strings, $6.65 per doz.; No. 5, standard, $7.50 per doz.; Little Beauty, $9.40 per doz.; Royal Blue, $13.90 per doz.

Butts — (Wrought Steel)—No. 840, less 12½%; No. 800, net; No. 838, less 12½%; No. 808, add 10%; No. 804, less 17½%; No. 802, net; No. 810, add 25%; No. 814, add 25%.

Cans (Milk)—At list plus 15%.

Cement (Portland)—In carload lots, per bbl., $3.70. Less than car lots: Per bbl., f.o.b. yard, $4.40 per bbl., delivered, $4.60. Single bags, $1.15 each, 4 bags to barrel. Extra charge of $1.50 per load on less than 24 bag lots. Rebate, 20 cents for empty sacks.

Chisels (Broads')—List less 40 p.c. for plain.

Choppers (Food)—Universal—No. 0, $16. a dozen; No. 1, $18.75, No. 2, $22.75; No. 3, $30.75.

Choppers (Meat)—Enterprise—No. 5, $27 a doz.; No. 10, $43; No. 12, $37.20.

Home—No. 55, $16.10 a dozen; No. 65, $21.18; No. 75, $28.18. F.o.b. St. Mary's.

Gem—No. 20¾, $21.60 a doz.; No. 22, $25.80; No. 24, $34.20.

Russwin—No. 0, $1.65; No. 1, $2; No. 2, $2.40; No. 3, $3.25.

Churns (Barrel)—No. 0, each, hand, $9.75; No. 1, hand, $10.05; power, $13.05; No. 2, hand, $10.65; power, $13.65; No. 3, hand, $11.40; power, $14.40; No. 4, hand, $13.80; power, $16.80. No. 5, hand, $14.55; power, $18.10. Net list f.o.b. Montreal, Ottawa, Kingston, Toronto, Hamilton, Fergus, London, St. Mary's.

Churns (Daisy)—No. 1, $10.25; No. 2, $10.90; No. 3, $12; No. 4, $14.25 each.

Clippers (Horse)—Newmarket, $3.00 per pair. No. 1 B.B. Stewart Horse Clipper, $14 list, less 25 per cent.

Clocks (Alarm)—Big Ben and Baby Ben, each, $3.43; Good Morning, each, $1.40; Lookout. $1.90; Sleepmeter $2.10.

Clothes Bars—No. 2, $19 per doz.; No. 3, $14.40 per doz.; No. 4, $11 per doz.; No. 5, $16 per doz.; No. 6, $13 per doz.

Clothes Horses (folding) 6 feet, per doz., $13.50 5 feet, $11; 4 feet, $9.

Extension—6 feet, $27; 5 feet, $22; 4 feet, $18.

Clothes Lines (Galvanized)—No. 18, 100 ft. lengths, $5.65 per 1,000 feet; 50 ft. lengths, $6.25; No. 19, 100 ft. lengths, $4.75; 50 ft. lengths, $5.56.

Clothes Lines (Manila)—$3.00 per dozen.

Clothes Lines (Cotton)—40 ft. hanks, $2.90 a dozen; 48 ft. hanks, $3.50; 60 ft. hanks, $4.40.

Clothes Line Reels—No. 3, $15.00 per dozen; No. 3½, $19.75; No. 4, $32.50.

Cobbler Sets—Common, per set, $1.00.

Coil Chain—	Proof	B B B
3/16 inch, electric weld.	$15.40	$18.80
¼ inch, electric weld...	14.60	17.20
5/16 inch, electric weld.	12.15	15.20
⅜ inch, electric weld...	10.40	13.25
⅜ inch, fire weld.....	13.20	15.40
7/16 inch, fire weld....	11.30	13.30
½ inch, fire weld.....	10.20	12.40
⅝ inch, fire weld.....	10.70	12.90

Combs, Curry—No. 101, $1.40 per dozen; No. 111, $1.60; No. 121, $1.70; No. 127, $2.30.

Combs, Cattle—No. 98, $2 per dozen; No. 100, $2.85.

Cord (Sash)—Hercules No. 6, 57c a pound; No. 7, 56c; Nos. 8, 9, 10, 12, 55c.

Cord (Awning)—White, 3½, $2.55; 4, $3.40; 4½, $4.65 per pound. Drab, 4, $4.00; 4½, $5.75 per pound.

Crowbars—$8.00 per 100 lbs.

Dampers—Cast, Champion, 5 in., $1.42 a dozen; 6 in., $1.40; 7 in., $1.80.

Doors, Screen—Kasement, No. 2, oak stain, varnished, including hardware sets: 2 ft. 6 in., $39.60 per dozen; 2 ft. 8 in., $40.20; 2 ft. 10 in., $40.80; 2 ft. 7 in., $41.40.

Nails—List adopted Sept. 10, 1920. Advance over base on common wire nails in kegs: 1 in., $1.50; 1⅛ in., $1.40; 1¼ in., $1.15; 1½ in., 80c; 1¾ in., 75c; 2 in., 60c; 2¼ in., 55c; 2½ in., 30c; 2¾ in., 30c; 3 in., 20c; 3¼ in., 15c; 3½ in., 10c; 4 in., 5c; 4½ in., 5c; 5 in., base; 5½ in., base; 6 in., base. 6½ to 12 in. 2 ga. and heavier, 25c over base.

Standard steel wire nails, f.o.b. London, Hamilton, Milton, Toronto, Owen Sound, Collingwood, Montreal, $3.65 base. Freight equalized on above points.

Windsor, Walkerville, Sandwich, f.o.b. factory prices, carload freight allowed, $3.70.

Sault Ste. Marie, Port Arthur, Fort William, $3.90 base, f.o.b. factory; no freight allowance.

Moulding, Flooring, Slating, Box, Fence, Barrel Nails, 25c per 100 lbs. over common nail prices. Finishing nails, 50c per 100 lbs. advance over common nail price.

Miscellaneous wire nails, 72½% off miscellaneous list, f.o.b. Toronto, Montreal, Hamilton and London.

Nails, cut—$4.60.

Roofing Nails—American, large head, keg, $9.50. Less quantities, $11.50.

Nails (Horse)—Capewell C Brand—No. 5, $6.75 per 25 lb. box; No. 6, $6.50; No. 7, $6.25; No. 8, $6; No. 9, $5.75. Discount, 10%.

"M.R.M." Brand—Net price list. No. 3, 1⅝ in. long, $15.00 per 25 lb. box, No. 4, 1¾ in. long, $10.00; No. 5, 1 15/16 in. long, $4.50; No. 6, 2⅛ in. long, $4.50; No. 7, 2 5/16 in. long, 2 11/16 in. long, $4.50; No. 10, 2⅞ in. $4.50; No. 8, 2½ in. long, $4.50; No. 9, long, $4.50; No. 11, 3 1/16 in. long, $4.50; No. 12, 3¼ in. long, $4.50.

Netting, Poultry—2 in. mesh and 19 gauge wire—12 in., $1.80 per 50-yard roll; 18 in., $2.65; 24 in., $3.40; 30 in., $4; 36 in., $4.75; 42 in., $5.50; 48 in., $6.20; 60 in., $7.70; 72 in., $9.20; 84 in., $10.50; 96 in., $12.

1½ in. mesh and 19 gauge wire—12 in., $3.50 per 50-yard roll; 18 in., $5; 24 in., $6.30; 30 in., $7.75; 36 in., $9.90; 42 in., $10.50; 48 in., $12; 60 in., $15; 72 in., $18.

1 in. mesh and 20 gauge wire—12 in., $4; 18 in., $5.50; 24 in., $7; 30 in., $8.50; 42 in., $12; 48 in., $14; 60 in., $17; 72 in., $20

¾ in. mesh and 20 gauge wire—24 in., $10.50; 30 in., $12.75; 36 in., $15.

½ in. mesh and 22 gauge wire—24 in., $16.50; 30 in., $20; 36 in., $24.

Discounts at present quoted apply only to 1 and 2 in. mesh netting. Other prices have been withdrawn and are quoted only on application.

Canadian netting, 2 in. and 1 in. mesh, 12½% off. American netting, 1 in. mesh, 12½% off.

Invincible—No. 1848, 67c a rod; 2060, 72c. Put up in 10, 20 and 30 rod rolls. F.o.b. Montreal.

Blue Ribbon—24 in., $5.50 per roll; 36 in., $7.15; 48 in., $8.35; 60 in., $9.85; 72 in., $11.25. Put up in 10 rod rolls.

English Galvanized—Half-inch mesh, 22 gauge x 12 inches, per roll, $5; 22x18, $7.25; 22x24, $9.50; 22x30, $11.65; 22x36, $13.85.

Oils—Royalite, 20c a gallon; Palacine, 24c; Gasoline, 34c. Above prices net.

Black oil (summer), 19c a gallon; Black Oil (winter), 19c; Capital, cylinder, 69½c; mach. oil, reg. grades, 39c; Imperial gas engine oil, 59c; Paraffine, 20c. List less 15% on above.

Polarine, $1.00 per gallon; ex. heavy, $1.25. List less 25%.

Gargoyle, Mobiloil, A, E and Arctic, $1.45; other grades, $1.55. List less 25%.

Fuel oil, per barrel, net, 11 cents a gallon; from tank wagons, net 10c; tank cars, net, 9c, in barrel lots. Barrels charged extra.

3-in-1 Machine, small, $1.25; large and handy, $2.55; factroy, $5 per dozen.

Paper (Building)—Dry fibre, No. 1, $1.15 per 400 ft. roll; No. 2, 65c.

Tarred Fibre, No. 1—Anchor, $1.20; No. 2, 85c; Surprise Fibre, 70c; Stag Sheathing, 70c; Cyclone, tarred, $1.20.

Monarch Sheathing, white, $5.50 per 100 pounds; grey, $4.50; Straw Sheathing, $3.40; Imp. Grey Sheathing, $4.50; Imp. Whit Sheathing, $5.50; Scythe dry straw, $3.15; Spruce Sheathing, 36 in. and 72 in. wide, $6. Asbestos Sheathing, $6.75; carpet felt, $3.90; tarred felt, 7, 10 and 16 oz., $3.45.

Parowax—10¼ cents a pound.

Picks—Clay, 5 to 6 lbs., $7.80 a doz.; 6 to 7 lbs., $8.50.

Rock—7 to 8 lbs., $9.25 dozen; 8 lbs., $9.25.

Pins, Clothes—5 gross, 4 in. (loose), $1.55 a case; 4 gross (cartons), 4 in., $1.60; Spring, 2 gross to box, $1.40.

Pitch—Pine, black, per bbl., $13.25; Navy pitch, per bbl., $6.50; Coal tar pitch, per cwt., $1.55.

Planters (Corn)—King of Field, $15.75 a dozen; Triumph, $11.

Pulleys—Axle, No. 1, 1¾ in., 80c a dozen; 2 in., 90c; 2¼ in., 95c; Palmer's, 90c.

Pulleys, Clothes Line—No. 58, japanned, $3.70 per dozen; No. 158, galvanized, $3.95; No. 59, japanned, $3.75; No. 159, galvanized, $4.

Pumps—	Pitcher Spout	Closed Spout
No. 2	2.85	3.10
No. 3	3.15	3.40
No. 4	3.75	4.10
No. 70	...	6.00
No. 80	...	8.00

Pumps, Redwing—No. 0, $6.85; No. 1, $7.50; No. 2, $8.75; No. 3, $10.75; No. 4, $12.75; No. 5, $15.25; No. 6, $18.

Rakes (Hay)—Iron bow, $6.30 dozen; wood bow, $6.80 a dozen.

Rakes (Wire Lawn. Welland Vale make)—20-teeth, $4.60 per dozen; 24-teeth, $5.30.

Rifles, Winchester—Model 1890, $27.75 each; 1892, $35.70; 1894 (30 and 32 round), $42.40; 1894, (30 and 32 octagon), $45.50; 1895, $55.50; 1902, $8.35; 1904, $10.20; 1905, $53.65; 1906, $24.05; 1906, expert, $27.75; 1907, $64.75; 1894, carbine, with sling and strap, $46.65; 1912, gun, $61.

Rivets and Burrs—Iron rivets, 7-16 inch and smaller, blacked and tinned, 47½%, Iron burrs, 47½% off list on 200-lb. kegs. Extras, add 1c to list on 100-lb. kegs; 3c on 50-lb. boxes; 4c on 25 lb. boxes, 8c on 1 lb. pkgs.

Copper rivets, usual proportion of burrs, 32½% off; burrs, add 10%. Extras on copper rivets, ½ lb. pkgs., 1c per lb.; ¾ lb. pkgs., 2c lb. Coppered rivets, net extras, 3c per lb.

Roller Skates—No. 2, 95 cents; No. 3, $1.05; No. 6, $1.55; No. 10, $1.75 per pair.

Roofing (Samson)—1 ply, $2.50 roll; 2 ply, roll, $2.95; 3 ply, roll, $3.65.

Comet—1 ply, $1.30; 2 ply, $1.70; 3 ply, $2.10.

Waverley—1 ply, $1.55; 2 ply, $2.00; 3 ply, $2.40.

Red Star, 2 ply, $1.85 roll; Red Star, 3 ply, $2.20.

Everlastic—1 ply, $1.55; 2 ply, $1.90; 3 ply, $2.25.

Panamoid—1 ply, $1.35; 2 ply, $1.70; 3 ply, $2.05.

Everlastic Multi-Shingles (4 shingles in one), per square, $5.80.

Everlastic Liquid Roofing cement—Per gal., in bbls., 70c; 5 and 10 gal. lots, gal., 84c; 1 gal. cans, gal., doz., $10.50.

Coal Tar (refined), per barrel, $10.50; coal tar (crude), $9.25.

Rope—Pure Manila basis, 21c a pound; Beaver Manila basis, 19c; New Zealand hemp basis, 19c; Sisal basis, 19c. These quotations are basis prices, ¾ in. and larger diameter. The following advances over basis are made for smaller sizes: ⅝ in., ½c; 9-16 to 7-16 in., inclusive, 1c; ⅜ in., 1½c; ¼ and 5-16 in., 2c; 3-16 in., 2½c extra.

Single lath yarn basis, 17c; double lath yarn, 17½c; halyards, 46c; Beaver halyards, white, ¾ in. basis, 30c.

Hemp, deep sea line basis, 46c; hemp, tarred ratline basis, 39c; hemp, tarred bolt rope basis, 41c; marline and houseline, 41c. Extra charge for shorter lengths than half coils, 2c per pound additional.

Cotton, ⅛ in., 46c a pound; 5/32 in., 45c; 3/16 in., 42c; ¼ in. and up, 41c.

Sandpaper—B. & A. sandpaper, less 10%; Star sandpaper, less 10%; B. & A. emery cloth, plus 20% on list.

Saws (Bucksaws)—Prince Rupert, $16.65 a dozen; Arrow Head, $16.65; Happy Medium, $12.30.

Scales—Champion, including stamping, list less 10%; 4 lb. $6.60; 10 lb., $8.65; 240 lb., $12.65; 600 lb., $35.80; 1,200 lb., $43; 2,000 lb. $57.10; 2,000 lb. drop lever, $64.75.

Scythes—Cast steel, $15 a dozen; Golden Clipper, $16; Little Giant, $17; Bush, $16.

Snaths—1 loop, $16.80 a dozen; 2 loops, $15.80; 3 loops, $14.70; Bush, $18.20.

Screws—Discounts off Standard List—Wood, F.H., bright, 82½ and 5%; Wood, R.H., bright, 80 and 5%; Wood, 82½%; Wood, F.H., brass, 75%; Wood, O.H., bright, 80 and 5%; Wood, F.H., brass, 77½ and 5%; Wood, R.H., brass, 75 and 5%; Wood, O.H., brass, 75 and 5%; Wood, F.H., bronze, 72½ and 5%; Wood, R.H., bronze, 70 and 5%; Wood, O.H., bronze, 70 and 5%; Square cap, 55%; Hexagon cap, 55%; Set Screws, 55%.

Screws, Iron Bench, No. 12—1 in., $11.25; 1⅛ in., $13.50; 1¼ in., $15.60.

Spiders—Cast, No. 7, 80c; No. 8, 85c; No. 9, 90c. Nickel Plated—No. 7, $1.26; No. 8, $1.35; No. 9, $1.50; No. 10, $1.75.

Spades, Shovels and Scoops—Plain back shovels and spades, draining tools, hollow back scoops, sand shovels, hollow back shovels, hollow back coal shovels, riveted back scoops, miners' spring point shovels. 1st. 2nd and 4th grades, all 53%. These discounts apply whether goods are sold in carload or less than carloads, and apply only to Plain List, Black List prices being as follows:

Drills—Standard lists. Blacksmiths', ½ in x 2½ in. shank, each, ⅛, 45c; 5/32, 45c; 3/16, 50c; 7/32, 55c; ¼, 60c; 9/32, 65c; 5/16, 70c; 11/32, 75c; ⅜, 80c; 13/32, 85c; 19/32, $1.20; ⅝, $1.30; 21/32, $1.40; 11/16, $1.50; 23/32, $1.60; ¾, $1.70; 25/32, $1.80; 13/16, $1.90; 27/32, $2; ⅞, $2.10; 29/32, $2.20; 15/16, $2.30; 31/32, $2.40, 1, $2.50. Intermediate sizes take next larger size.

Bit Stock—List, per doz., less 50%; 3/32, $2.70; ⅛, $3; 5/32, $3.50; 3/16, $4; 7/32, $4.50; ¼, $5; 9/32, $6; 5/16, $7; ⅜, $8.50; 7/16, $10.50; ½, $13; 9/16, $15.50; ⅝, $18; 11/16, $21; ¾, $24; ⅞, $30. Blacksmiths', ½ in. shank, straight shank, wire, taper shank, round shank, jobbers, 50%; ratchet, 10%.

Drills (Millers-Falls)—Breast, No. 12, $64.20 a dozen; No. 13, $81.00; No. 118, $72.00. Hand, No. 2, $48.00 a dozen.

Egg Crates—Humpty Dumpty, $6 a dozen; H. & D., $5.80.

Files and Rasps—These discounts apply to list of Nov. 1, 1899: Great Western, Amer., 50%; Kerney Foot Arcade, 60/5%; J. Barton Smith, Eagle, 55%; P. H. and Imperial, 60/5%; Globe, 60/5%; Nicholson, 40%; Black Diamond, 40%; Delta Files, 20%; Firth Files, 50%.

Gloves—Canvas and cotton, $15 a gross.

Grindstones—Under 40 lbs. weight—Smaller than 2 in. face, $4.50 per hundred pounds; two in. and over, $4.

40 to 80 lbs. weight—Under 2 in. face, $4.25 per hundred pounds; 2 ins. and over, $3.75; Bi-Treadle, each, $9.75; Cycle BB, $8.75.

Halters, Rope—Sisal, 7-16 in., $21 per gross; 9-16, $33. Jute, 7-16 in., $19; 9-16 in., $28.50.

Hame Fasteners (Dodson), $4.00 per dozen.

Hammers, Nail—No. 21, $10.50 per dozen; No. 1, $13.50; Nos. 1½, 61½, $13.00.

Hammers, Sledge—(Canadian), 2-2½ lbs., $20 per cwt.; 3-4½ lbs., $18; 5 lbs. and over, $15.00.

Blacksmith Sledge—Under 5 lbs., $18.75; 5 lbs. and over, $13 per cwt.

Masons—2-3½ lbs., $25 per cwt.; 3-4½ lbs., $23; 5 lbs. and over, $18.

Hammers, Striking—Nos. 38 and 46, 5 lbs. and over, $12.50 per cwt.

Hammers, Machinist—No. 30, 1 lb., $8 per dozen; No. 30, 1¼ lb., $8.75.

Hammers (Maydole)—No. 1, $18.25 per dozen; No. 1½, $16.80; No. 11, $18.25; No. 11½, $16.80; No. 12, $15.75; No. 13, $14; No. 23, $12.75.

Handles (Wood)—All hickory handles, list less 10%; all oak, ash and maple handles, net list; hay fork, hoe rake, shovel and manure fork, net list; Whiffletrees, double-trees and neck-yokes, list less 10%; wood rakes, list less 10%; horse pokes, list less 10%. Terms, all goods f.o.b. factories, 2% 10 days, net 30 days. O-Cedar Mop Handles, net, $2 a dozen.

Hangers, Barn and Parlor—Safety, No. 20, list less 20-10%; Reliable No. 1, list less 20-10%; Round Trolley No. 1917, list less 33 1/3 & 5%. Atlas No. 0, $13.75 a dozen pairs; No. 1, $15.30; No. 2, $16.25; Stearns, 4 in., $12.40;; 5 in., $16.60. Perfect, No. 1, $18.75; Canada, $13.25; Hatch, $13; National, $15; America, $19; Great West, $30; Storm King, No. 42, $11.80 a dozen.

Hatchets, Shingling—No. 1, $9.75 per dozen; No. 2, $10.75.

Hatchets, Lath—Nos. 3 and 4, $10 per dozen; No. 4, $10.25.

Hatchets, Barrelling—Nos. 50 and 60, $14 per dozen.

Hatchets, Claw—No. 7, $11.00 per dozen; No. 8, $11.50.

Heaters, Electric — Glower Heater, $10; Heatray Heater, $12; Majestic, 1 burner, $10; Universal, $13.80. Discount 30%.

Heaters (Clark's) — No. 5B, list, $3.75; No. 7C, list, $5.25; No. 7D, list, $5.75. Brick and charcoal, $1.30 a doz. Discount, 25%.

Hinges (Blind)—Clark's No. 1, $1.90 per dozen sets.

Hinge, (Spring)—No. 200 and No. 20, $21.25 per gross; Ajax Floor No. 3111, $1.85 per set. Reliance Door, No. 270, light, per dozen, $2.50; medium, per dozen, $3.25; heavy, per dozen, $5.

Hinges—Heavy, in bulk. Doz. pairs: 4 in., strap, $1.65; tee, $1.40. 5 in., strap, $2.00; tee, $1.70. 6 in., strap, $2.20; tee, $1.95. 8 in., strap, $2.95, tee, $2.15. 10 in., strap, $5.20; tee, $3.60. 12 in., strap, $6.40; tee, $5.85. 14 in., strap, $7.50; tee, $6.85. Net prices.

Light—Net prices—3 in., strap, 90c; tee, 90c. 4 in., strap, $1.08; tee, $1. 5 in., strap, $1.26; tee, $1.17. 6 in., strap, $1.53; tee, $1.35.

Screw Hook and Strap Hinges—List prices, per dozen pairs—6 in., $4.30; 8 in., $4.80; 10 in., $6.40; 12 in., $7; 15 in., $7.50; 18 in., $11; 21 in., $12.40; 24 in., $16; 27 in., $17.20; 30 in., $18.50; 33 in., $21.50; 36 in., $24.50. Discount, 30%.

Hoes—Grub, $6.75 per dozen.

Hooks (Grass)—Canadian, No. 2, $3.90 per dozen; No. 3, $4; No. 4, $4.10; No. 5, $4.30; Little Giant, $6.50; Barden Patent, $6.50. English Fox—No. 2, $5.75 a dozen; No. 3, $6; No. 4, $6.50.

Hooks (Galvanized Fence)—$5.50 per keg.

Horseshoes—	Price per keg		
Patterns	Sizes	No. 2 and larger	No. 1 and smaller
Light iron	0-7	$6.90	$7.15
Long heel light iron	3-7	6.90	....
Medium iron	1-8	6.90	7.15
Heavy iron	6-8	6.90	....
Snow	1-6	7.15	7.40
New light XL steel.	1-6	7.35	7.60
Featherweight XL steel	0-4	8.75 all siz.	
Special countersunk.	0-4	9.25 all siz.	
Toe weight (front only)	1-4	9.70 all siz.	

Packing—Up to 3 sizes in one keg, 10c per 100 lbs. extra. More than 3 sizes, 25c per 100 lbs. extra. F.o.b. Montreal, Belleville and Hamilton.

Terms—Cash in thirty days, less 2% discount.

Hose, Lawn—Corrugated, per hundred feet: ½ in., $13.25; ⅝ in., $15.25; ¾ in., $18. Less 5% for full reel, 500 ft. $5.75 a dozen; No. 3, $6; No. 4, $6.50.

Hose, Lawn—	3 ply	4 ply	5 ply
Per 100 ft., size ½"	$9.50	$10.50	$12.00
Per 100 ft., size ⅝"	11.00	12.00	13.50
Per 100 ft., size ¾"	13.00	14.00	15.50

Hose Nozzles (Gem)—Per doz., $7.70.

Hose Couplings (Gem)—½ inch, ⅝ inch, ¾ inch, $1.60 per dozen.

Ice Tongs—14½ inch size, $16.80; 17 inch, $19.80; 24 inch, $27.60 a dozen.

Irons (Sad)—Mrs. Potts, polished, $1.62 per set; nickel plated, $1.68.

Handles for above japanned, $16.00 per gross.

Common, No. 1, 4 and 5 lbs., $16.00 per cwt.; 6 lbs. and up, cwt., $15.

Irons, Electric—Model B, $6.50 list. Classic, $8 list. Discount 30%.

Jacks (Screw)—1¾x10, $3.75; 2x12, $5; 2x16, $6. each.

Knives, Hay—Spear Point, $15 per dozen; Lightning, $14; Heath's, $14.

Ladders — Step Ladders—Standard, 44c a foot; Household, 33c; Shelf Lock, 4 to 8 ft. only, 30c; Faultless, 4 to 8 ft. only, 44c; Faultless, 10 to 16 ft., 48c.

Single and Fruit Picking—10 ft. to 16 ft., 26c per foot; 18 ft. to 22 ft., 27c.

Roped and Straight Extension Ladders—20 to 32 ft., 30c a foot; 36 to 40 ft., 33c; 44 ft., 36c; three section extension, 45c.

Fire ladders up to 32 feet are twice the price of ordinary extensions. Over 32 ft. are supplied with supporting legs at three times the price.

Lanterns—Short or long globe, plain, $9.20; japanned, $9.70; Dash, plain, $12.75; japanned, $12.80; search (round reflection), $12.80; Little Bobs, $4.30.

Lantern Globes—Cold blast, short or long, 1 doz. cases, $1.35 doz.; 3 doz. cases, $1.20 doz.; 6 doz. cases, $1.15 doz., Cold Blast genuine ruby, $4.25 doz. F.o.b. factory.

Latches—Steel Thumb, No. 2, $2.00 per dozen; No. 3, $2.50; No. 4, $3.75; Barn Door, No. 5, $3.00; No. 8, $3.60.

Locks (Rim)—Cast, $3.00 a dozen; steel, $3.75.

Machines (Washing) — Dowswell, $12.75 each; Noiseless, $17.50; Hamilton, $14; Peerless, $14.50; Snowball, $19.50; New Century, style A, $19.75; style B, $21.75; electric, 125.00; Playtime, engine drive, $27; Ideal Power, $30; Seafoam, electric, style A, $105; engine drive, $50; Sunshine, $10.25; Popular, $14.50; Economic, $16; Puritan, $19.50; New Champion, $21.50; Home, $21.50; Vacuum, $28; Home Water, motor, $28; Whirlpool, water power, $31; Hydro, 1 Tub, engine drive, $57; electric, $116.50; Rotary water motor washer, $29; Connor ball-bearing, with rack, $22.75; Perfection, engine drive, $65; electric, $132; Beaver, $26; power, $27; Connor, vacuum, $27.50; Patriot, $21.50; Jubilee, $12.50; Canada First, $21.50. These prices are less 30%. Freight equalized with Montreal, Ottawa, Toronto, Hamilton, Kingston, London and St. Mary's, or shipments of quarter dozen and upwards.

Stands, Washtub—Dowswell, $44.10 per dozen.

Mattocks—Cutter or pick, $10.00 per dozen.

Mixed Bread—Canuck—No. 4, $33.95 dozen; No. 8, $44.90. Universal—No. 4, $40.00 a dozen; No. 8, $52.

Mops—Liquid Veneer, $10 per dozen; O-Cedar, less handle, $14; O'Cedar, with handle, $16; S. W. Mops, complete, $4.00; Mop Sticks, No. 8, $2.00; No. 6, $1.85; Cast Head Mop, $2.00; Crescent, No. 10, $2.00; Crank wringing, $6.75; Smarts', $4.00. Cloths for self-wringers, No. 1, $1.95; No. 2, $1.60; No. 1 special, $2.50 per dozen.

Mop Wringers—White, No. 1, $16.40 per dozen; white, No. 2, $16.80; white, No. 3, $24.

Mowers, Lawn—(List of Sept. 12, 1921)—Adanac, Woodyatt, Empress. Mayflower, Ontario Daisy, Star, all at 20% off list; Whippet, Thousand Island, Red Wing, Blue Bird are all net.

Plain back shovels and spades, No. 2 black—1st, $29; 2nd, $28; 3rd, $25.

Draining tools, No. 2 black—1st, 29; 2nd, $27.50.

Hollow back scoops, No. 2, black—1st, $34.50; 3rd, $32.

Coal shovels, hollow back, No. 2, black—1st, $32; 3rd, $30.

Sand shovels, No. 2, black—1st, $27.50; 3rd, $24.

Hollow back shovels, No. 2, black—1st, $27.50; 3rd, $24.

Riveted back scoops, No. 2, black—1st, $37.50; 2nd, $35.50; 3rd, $34.

Miners' spring point shovels, No. 2—1st, $36.50.

Net Extras—For each size larger than No. 2, add 35c dozen net. Full polished, add $1 per dozen net. Half polished, add 50c per dozen net. F.o.b. London, Hamilton, Toronto, Gananoque, Ottawa, Collingwood, Sherbrooke, Montreal, Quebec, Halifax, St. John, Moncton and freight may be equalized thereon. On shipments less than 5 dozen f.o.b. factory only.

Snow Shovels—Prince, $9; Prince, D handle, $11; King, $12; Queen, $10; Moose, $15 per dozen. Discs, 37½%.

Spikes, Ship—Base, ⅜ in. and larger, $5 per 100 lbs. ¼ and 5/16 in., $5.50 per cwt. F.o.b. Montreal, Belleville, Toronto and Hamilton, with freight equalized on these points.

Spouts, Sap—Eureka, $15 per thous.

Squares (Steel)—No. 3, $21.60 dozen; No. 14, $19.60; No. 100, $24. Nickelled and blued, extra.

Staples (Fence)—Bright, $4.15 per 110 lb. keg; galvanized, $5.15.

Staples (Poultry netting)—Bright, $7.25 per 100 pounds in kegs; galvanized, $8.25. Discount 10 per cent. Net extras (not subject to discount)—Coppering, 60 cents per 100 pounds, 10-lb. wooden boxes, $1.50 per 100 pounds; 25-lb. and 50-lb. wooden boxes, $1.

Staples (in 10-lb. boxes)—Bed, ⅝ in., 20 cents a pound; ¾ inc, 18 cents; 1-inch, 16 ½ cents. Blind, ½ inch, 23 cents; ⅝ inch, 22½ cents; ¾ inch, 22 cents.

Stretchers, Wire—Hercules, $3.60 doz.

Swings (Stratford)—4 ft., $7; 5 ft., $9; 6 ft., $11. Ontario, 4-passenger lawn swing, $8.75; awning, $4.50.

Shoe Findings—List adopted June 7, 1922.

Stamped ware, plain, 50 and 10%.

Tapes, Measuring (Lufkin)—263, 50 ft., Challenge, steel, $4.95 each; 103, 50 ft. Reliable Jr., steel, $5.25 each; 243, 50 ft. Rival, steel, $4.40 each; 553, 50 ft. Steel, $3.95 each; 1243, 50 ft. Rival Jr., steel, $4.06 ea.; 603, 50 ft. Metallic $3.17 each; 604, 66 ft., Metallic, $3.54 each; 403, 50 ft. Linen, $2.39 each; 713, 50 ft. Ass Skin, $6.15 doz.; 714, 66 ft. Ass Skin, $7.37 doz.; 143, 3 ft. Steel Pocket, $7.27 doz.; 145, 5 ft. Steel Pocket, $9.20 doz.; 175, 5 ft. Linen Pocket, $6.35 doz.; 165, 5 ft. Cotton Pocket, $1.55 doz.

Tacks—Wire tacks, 65/25% from revised hardware tack list adopted January, 1922; dounble-pointed tacks, 65/25%.

Tools, Harvest—Waverley, Wellandvale, Rixford, Maple Leaf, Bedford, 60% off new list.

Track, Barn Door—Hatch Trolley, per ft., 22½c; brackets for this, per doz., $2.00. National Flat Track, 1¼ in. per 100 ft., $10.85. Storm King Flat, No. 60, list less 20-10%. Safety Flat, No. 60, list less 20-10%. Reliable No. 1 and 2, 20c per ft., less 20-10%. Round Trolley No. 1918, 20c per ft., less 20-10%.

Traps (Game)—Victor, No. 1, $2.25 per doz; Giant, No. 1, $2.90 per dozen; Jump No. 1, $2.90; Hawley Norton, No. 1, $4.70; Newhouse, No. 1, $6.40. All these include chains. Mouse, $2.85 per gross. Rat, $1.15 a dozen.

Trowels (Bricklayers)—Rose make—Size No. 10½, $25.20 a dozen; No. 11, $25.80; No. 11½, $26.40.

Tubs, Wood—No. 0, $26.40 per dozen; No. 1, $23.10; No. 2, $20.90; No. 3, $17.60. F.o.b. Newmarket.

Twine, Binder—500 ft., 11½c a foot; 550 ft., 12½c; 600 ft., 11½c; 650 ft., 14c. Freight prepaid to nearest station in lots of 300 lbs. and over. (This applies to Eastern Canada only.) Rebate of ⅛ cent lb. on 10,000 lbs. and ¼ cent lb. on 20,000 lbs. Cash, 5 per cent.; net, Oct. 1.

Twine (Cotton)—5-lb. sack, 3-ply, lb., 54c; 4 ply, lb., 57c.

Cones, 3 ply, lb., 50c; 4 ply, lb., 53c.

Tin and Enamelwares—

Britannic, list plus 5 %.
Scotch Grey Ware.
Colonial, 40%.
Imperial ware, 40%.
Pearl, 40%.
Premier, 20%.
Canada ware, 20%.
White ware, 50 and 10%.
Japanned ware, net list.
Japanned ware, white, list, plus 10%.
Plain and japanned sprinklers, list plus 10%.
Stamped ware, retinned, 50%.
Copper bottoms, plus 40%.
Tinners' trimmings, plain 50/10%.
Tinners' trimmings, retinned, 50%.
Tinners' trimmings, general, write for prices.
Factory milk cans, list, plus 15%.
Milk can trimmings, list, plus 33⅓%.
Cream cans, write for prices.
Railroad cans, write for prices.
Sheet iron ware, list, plus 10%.
Pieced ware, ordinary, list, plus 20%.
Pieced tinware, C. B., list, plus 30%.
Fry pans, Acme, 33⅓%.
Fry pans, Quick Meal, net list.
Spiders, steel, net list.
Fire shovels, japanned, list, plus 10%.
Steel sinks, galvanized, 17½%.
Steel sinks, painted, 17½%.
Light galv. pails and tubs, 17½%.
Heavy galv. pails and tubs, 17½%.
Hollow ware, add 40 per cent.
Garbage pails, 17½%.
Jap. coal hods, list plus, 33⅓%.
Paper lined boards, 40%.
Wood lined boards, 25%.
Copper boilers, 10%.
Copper tea kettles, 10%.
Copper tea and coffee pots, net.
Stove and other pipe, 5%.
Stove pipe elbows, black and galv., 10%.
Stove pipe thimbles, 60%.

Weights, Sash—Sectional, 1 lb. per 100 lbs., $2.75; sectional, ½ lb., per 100 lbs., $2.85; solid, 3 to 30 lbs., per 100 lbs., $2.50.

Stoves (Oil Burning Cooking)—Perfection No. 32, 2 burner, $21.50 each; Perfection No. 33, 3 burner, $26; Perfection No. 34, 4 burner, $34; No. 22G oven for above stoves, $8. Discount, 30% off list.

Stoves (Oil Heaters)—No. 525, $8.75 each; No. 530, $9.75; No. 630, $12.50. Discount 30% off list on these three numbers. Hot Blast, plus 10%.

Stretchers (curtain)—Star, No. 1, $27.60 doz.; Star, No. 2, $30 doz.; Sun, No. 1, $20; Sun, No. 2, $22.

Toasters, Electric—Universal, $7.80; C. G., $5. Discount, 20 and 10%. Canadian Beauty, $5.43; Upright, with rack, $6.40.

McClary Glass Front Oven, No. 170, each, net, $4.75. Detroit Glass Front Oven, No. 85, each, net; Hot Blast, plus %.

Wire — Annealed or Bright — Advances over base price on sizes lighter than No. 9: No. 9 and heavier, 6c; No. 11, 12c; No. 12, 20c; No. 13, 30c; No. 14, 40c; No. 15, 55c; No. 16, 70c.

Annealing, no extra. Oiled and annealed extra, 15c. Coppering and liquor finish extra, $1 to $1.50. Tinning extra, $2 to $3.

Bright base, $3.65. Annealed base, $3.65. Galvanized base, $3.95.

Barbed wire, $4.40. Coiled spring wire, 9 gauge, $4.00.

Stovepipe Wire—No. 18, $8.50; No. 19, $9.00.

Wheelbarrows—Navvy, steel wheel, $105 a dozen; garden steel, $78.75; light garden, $84. F.o.b. Montreal, Toronto, London.

Wringers, Clothes — Domestic, No. 531E, $115; Dom. Bench, No. 541EB, $174; Favorite, No. 511E, $105; Favorite, No. 512, $112; Royal Canadian, $94; Favorite, No. 514, $133; Ottawa, No. 331E, $105; Ottawa Bench, No. 341EB, $162; Challenge, No. 311E, $95; Warranty, $115; Bicycle, 11 in., $105; Eze, $102; Rapid, $92; Eureka, $64; Blue Belle, $115; Blue Belle, Folding B, 164; Rival, $105; Model, $97; Imperial, $102. Discounts from above list 30%.

Wrenches (Crescent)—4 and 6 in., $8; 8 in.. $10; 10 in., $12.50.

(Stillson)—6 in., $2; 8 in., $2.25; 10 in., $2.50; 14 in., $3.50; 18 in., $5; 24 in., $7.25; 36 in., $13.50. Disc., 55% on Canadian, 42½% on genuine.

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PAINTS AND OILS

Alabastine—Colors and white—2½ lb. packages, $10.10 for 100 lbs.; 5 lb. packages, $9.60 for 100 lbs. F.o.b. Paris or nearest jobbing house.

Beeswax—Small quantities, 45c per pound; larger quantiites, 40c.

Blue Stone—Per lb., bbls., 7c; less quantities, 10c.

Borax—Lump crystal or powdered borax, 10c pound.

Bronzing Liquid—Bronzing liquid, No. 1, $2.15 a gallon. Banana oil, $4.25 a gallon.

Brushes—Floor waxing—Acme, 15 pounds, $2.70 each; 20 pounds, $3.25; 25 pounds, $3.80.

Coating—Cement coating, P. & L., $5.40.

Coal Tar—In quart tins, per case of three dozen, $3.75 per dozen; less than cases, $3.95 per dozen.

Colors (Dry)—Per pound—
Raw and Burnt Umber, 100 lb. kegs, No. 1, 6-8c; less quantities, 10-12c.
Raw and Burnt Sienna, 100 lb. kegs, 6-8c; less quantities, 10-12c.
Imp. green, 100 lb. kegs, 17c.
Chrome green, C.P., 35-40c.
Chrome yellow, 20-40c.
Brunswick green, 100 lb. keg, 12-14c.
Indian red, 100 lb. keg, 08-18c.
Lamp black, in bulk, 26c; packages, 30-38c.
Venetian red, best bright, 6-8c; No. 1, 3¾-5½c.
Drop black, pure dry, 21-27c.
Golden Ochre, 100 lb. kegs, 8c.
White ochre, 100 lb. keg, 6c; barrels, 5c.
Yellow ochre, barrels, 3-6c.
French ochre, bbls., 5-8c.
Spruce ochre, 100 lb. keg, 5-8c.
Can. red oxide, bbls., 7c.
Vermillion, American, 35c.
English vermillion, $1.85.

Colors in Oil—Pure, in 1 lb. tins:
Venetian red, 27c; Indian red, 40c; Chrome yellow, pure, 50c; Golden ochre, pure, 34c; French spruce ochre, pure, 29c; Greens, pure, 35c; Siennas, 37c; Umbers, 37c; Ultramarine blue, 70c; Prussian blue, 95c; Chinese blue, 95c; Drop black, 42c; Ivory black, 44c; Signwriters' black, pure, 50c; Imperial black, 25 lb. irons, 35c.

Colors—Mortar—Brown, per pound, 2¼c; red, 2¼c; black, 7c; buff, 3c.

Deco-Tint (Wall finish)—Colors, 2½-lb. packages, $9.50; white, 2½-lb. packages, $9; colors 5's, packages, $9; white, 5's, packages, $8.49; colors, 100's, packages, $8; white, 100's, packages, $7.50; colors, bbls., (250 lbs.), $7; white bbls. (250 lbs.), $6.50.

Dryers—I. V. housepainters' japan, gal cans, $3; I. V. liquid dryer, $2.75. Discount, 50 per cent. on both these. Housepainters', $1.15.

Enamels (White)—Per gallon: Dougall white enamel, $7.53; Vitralite, $7.87; Duralite, $6.10; Old Dutch, $6.27; B-H "White" Enamel, $6.60; Martins, white, $7.10; Satinette, $7.24; C. P. Co. Albagloss, $6.40; C. D. Master Painters, $6.85; Mooramel, $7; Lowe Bros., Linduro, $7.10; Sunshine, white, $6.10; Kyanize, $8.10; Solpar, $4.60; Paripan, $9.10; Jasperlac, $4.25; Invincible, $6.10; Hillcrest, $7.10; Adelite A. & E., $7.65; Floglaze, $4.50; Ripolin, $7.19.

Glue—English, sheet, per lb, 24 to 30c; White pigsfoot, 50c; Cake bone, 112 lb. bags, 24 to 30c; Hides, 112 lb. bags, 30 to 32c; Ground glues, 112 lb. bags—English, per lb., 22 to 24c; Canadian, 16 to 18c.

Glass— Case lots.	Star or Double 16 oz. or 24 oz.
Up to 25	$ 6.00 $ 9.80
26 to 40	7.45 12.20
41 to 50	8.10 13.30
51 to 60	8.45 13.80
61 to 70	8.80 14.40
71 to 80	9.30 15.15
81 to 84	10.35 17.65
85 to 90	11.40 18.50
91 to 95	.... 20.65
96 to 100	.... 22.35

Cut size sheet glass, 75 per cent. off November, 1920, list.

Glaziers' Points—Zinc coated, 7c ½ lb. package.

Lead, White—(Ground in oil)—Prices are per 100 lbs. in ton lots. Less than ton lots are 35c per 100 lbs. higher than quoted below. F.o.b. Brantford, 50c; London, 55c; Windsor, 60c per 100 lbs. F.o.b. Toronto and Hamilton, 45c per 100 lbs. F.o.b. Fort William and Port Arthur. 75c per 100 lbs.

Maritime differential 50c per 100 lbs. over Montreal.

	Montreal.	Toronto
Anchor, pure	$13.00	$13.45
Champion, pure	13.00	13.45
Crown Diamond, pure	13.00	13.45
Green Seal, pure	13.00	13.45
I. V. Perfection	13.00	13.45
Ramsay's pure	13.00	13.45
Moore's pure	13.00	13.45
Tiger, pure	13.00	13.45
O.P.W., Dec., pure	13.00	13.45
Elephant Genuine	13.50	13.95
BB Genuine, less than tons	14.35	14.80

Lead (Red Dry)—Per 100 lbs.—Genuine, 560 lb. casks, $9.75; Genuine, 100 lb. casks, $10.75; less quantity, $11.75. Fo.b. Montreal and Toronto.

Linseed Oil—(Raw)—Per gal.—1 to 2 bbls., $1.15. Boiled—1 to 2 bbls., $1.18.

Litharge—Casks, per cwt., $9.25; smaller quantities, per lb., 10¾c.

Muresco—Per 100 lbs.	White.	Tints.
350 lb. bbls.	$7.15	$8.25
200 lbs., half bbls.	8.00	9.10
100 lbs., kegs	8.25	9.35
Cases, 20 5-lb. pkgs.	8.80	9.90

Paints, Prepared—Price per gallon, 1 gallon can basis—
C. P. Co. Elephant white, $3.95; Sanitone, white, $3.55; Sanitone, colors, $3.45; C.P. Co., pure white, $4.05; C. P. Co., pure colors, $3.70; C. P. floor paint, $3.65; Elephant floor paint, $3.40; Victoria floor paint, $2.80.
B-H English, colors, $3.70; English, white, $4.05; Fresconette, white, $3.55; Fresconette, colors, $3.45; floor, $3.65; porch floor, $3.70.
Crown Diamond, white, $3.95; colors, $3.60; floor, $3.55; porch, $3.65; flat wall tone, white, $3.55; colors, $3.45.
Moore's House Colors, white, $3.75; House Colors, colors, $3.50; Preservo Paint, white, $2.70; colors, $2.55; floor paint, $3.45; Sani-Flat, $3.45; Porch and Deck Paint, $3.50.
I. V. Elastica, white, $3.65; Elastica, colors, $3.40; Flatine, int. wall, white, $3.55; Flatine int. wall, colors, $3.45.
Lowe Bros., H. S. White, No. 328, $4.05; H. S., color, $3.70; H. S. floor, hard drying, $3.65; H. S. Porch, $3.70; Mellotone, flat wall, white, $3.60; color, $3.45.
Jamieson's Crown Anchor, $3.55.
O.P.W. Canada Brand, white, $3.95; colors, $3.60; floor, $3.55; Flat Wall, white, $3.45; color, $3.35.
Ramsay's Pure, white, $3.90; colors, $3.55; floor, $3.50; porch, $3.55.
Glidden's white, $4.05; colors, $3.70.
Martin-Senour, 100%, white, $4.05; colors, $3.70; porch, $3.70; Neutone, white, $3.55; Neutone, colors, $3.45; floor paint $3.45.
Sherwin-Williams, white, $4.05; colors, $3.70; floor, $3.55; porch, $3.70; Flat Tone, white, $3.55; colors, $3.45.
Maple Leaf, white, $4.05; colors, $3.70; floor, $3.65.
Pearcy's Prepared, colors, $3.15; white, $3.50; floor, $3.10.
Adelite, white, $4.05; colors, $3.70; Industrial white, $3.60.

Barrett's Everjet Elastic Carbon Paint—Barrels, per gal., 85c; half barrels, 85c; 5s and 10s, 95c; 1s, per case, doz., $12.00.

Everjet Black Enamel—Crates, 2 doz., 8 oz., $1.45; crates 12 doz., 8 oz., $1.40; 1 gal. cans, gal., $1.50; 5-10 gal. cans, gal., $1.35; barrels-half bbls., gal., $1.25.

Carbosota Liquid Creosote Oil—Barrels, 60c; half barrels, 65c; 5s and 10s, gal., 95c; 1s (case 12 gals.), Montreal, $8.50; Toronto, $9.50.

H., T. & A. Co.'s Creosote Oil—Barrels, 45c; half-barrels, 50c; 5s and 10s, 60c. F.o.b. Montreal and Toronto.

Paris Green—100 lb. lots—½ lb. paper cartons, per lb., 40c; 1 lb. paper cartons, 38c; ½ lb. tins, 42c; 1 lb. tins, 40c; 25 lb. tins, 36c; 50 and 100 lb. drums, 34c; 250 lb. kegs, 31½c; 600 lb. barrels, 31c. Terms: 1 per cent. 15, or 30 days net. F.o.b. Montreal, Toronto, Hamilton, London, Ottawa, Quebec, Moncton, St. John's and Halifax. Yarmouth and P. E. I. points ¼c per lb. extra.

Polish (O-Cedar)—4 oz. bottles, doz., $2.40; 12 oz. bottles, $4.80; 1 qt. can, $12; ½ gal. cans, $20; 1 gal. cans, $28.

Polish-ol—4 oz., $1.80 doz.; 12 oz., $3.60 doz.

Putty (Standard)—Less than tons—Bulk, bbls. (800 lbs.) per cwt., $5.20; 100 lb. drums, $6.20; 25 lb. drums, $6.45; 12½ lb. irons, $6.70; Bladders in bbls. (400 lbs.), $7.20; in cases, (100 lbs.), $7.70. Tons, 25c lower. Pure linseed putty, $1.50 cwt. advance on above prices. Hamilton prices same as Toronto.

Plaster Paris—Single barrels, $4.

Rosin—Barrel lots, per 100 lbs.—G., medium grade, $9.25; water white, $11.25.

Remover (Paint and Varnish)—High Standard, $3; Taxite, 1 gal. cans, $3; B-H Vanisher, $3; Chalco, $3; Klensa, $3; Cumoff, $3; Dougall Lingerwett, $3.25; Takeoff, $3; O.P.W. Presto, $2.60; Solvo, $3.60; Varn-off, $3; Adelite, $3.

Shellac—Per gal. in bbls.—White, $4.90; orange, $4.60. Gal. jugs, white, $5.40; orange $4.90. F.o.b. Toronto, London, Montreal.

Sulphur—In 100 lb. bags, per pound, 4½c.

Shingle Stains—

	Ordinary Colors.	Greens
Sherwin-Williams	$1.45	$1.65
B-H Anchor	1.45	1.65
M. L. Creosote	1.45	1.65
Soligum	1.30	1.50
Martin Senours	1.45	1.65
Elastica	1.45	1.65
Hillcrest	1.45	1.65
"C.D." Shingle Stain	1.25	1.45
Canada Paint	1.45	1.65
O.P.W. Creolin	1.35	1.55

Tar—Coal tar, refined, $10.50; crude, $9.25.

Turpentine—Single bbls., gal., $1.70; 2-4 bbs., gal., $1.69; 5 gal. lots, per gal., $1.85.

Varnishes—Per gal. cans—B-H Floors, $4.18; Maritime Spar, $5.23; Hard oil, $2.57; Gold Medal, $3.28; Elastilite, $3.95; Granitine Floor Finish, $3.95; Hydrox Spar, $5.00.
C. P. C. Sun Varnish, $4.00; Sun Aero Spar, $4.60; Sun Waterproof Floor, $4.10.
Glidden Wearette, $4.; floorette, $4.
I. V. Elastica, No. 1, $4.99; No. 2, $4.58; Floor, $4.10.
Jasperite Interior and Exterior, $3.40; Indestructo, floor, $3.40. Pale Hard Oil, $2.50.
P. & L., No. 61, $5.14.
Jamieson's Copaline, $4.10.
M-S Marble-Ite Floor, $4.22; Wood-Var, $4.06; Durable Spar, $5.13; Finest Interior, $4.87.
Moorlastic Floor, $4.25; T. 45 Floor, $3.50; Moorvar Interior, $3.25; Moore's Spar, $5.
S. W. Mar-not, $4.03; Rexspar, $5.14; Scar-not, $4.76.
Lowe Bros., durable floor, $4.60.
Solpar, Spar Marine, $6; House Spar., $4.60; Floor, $4.60; Interior, $3.60.
Kyanize Spar, $5.25; Cabinet Rubbing, $4.95; Interior and Floor, $4.95.
Luxeberry light, $4.85; Granite, $5.00; Spar, $5.72.
Ramsay's Universal, $3.85; Agate Floor, $3.90; 400 Hard Oil, $3.35.
"C. D. Big 4" Exterior, $5.10; Interior, $4.60; General purpose, $4.28; Furniture, $2.30.
Dougall Univarnish, clear, $4.50; Transparent, spar, $5.00; Transparent, floor, $4.50.
Adelite, No. 103, Floor, $4.00; No. 105, Flat, $4.00; No. 100, Spar, $5.80. F.o.b. Montreal and Toronto.

Water Paints—Per 100 lbs. in 5 lb. packages—Frescota, white, $8.50; colors, $9.50; Decotint, white, $8.50; colors, $9; Coralite, white, $9; Perfecto, white, $8.50; Rockface, bbls., 250 lb., 5c.; Opalite, 300 lb. bbls., 16c; Opalite, 100 lb. pkg., 17c; 1 gal. packages, per pkg., $1; ½ gal. package, per pkg., 52½c; Ramsay's "Ideal," 310 lb. bbls., 40½c; Sturgeon's Solpar, 40c.

Waste—Cream, polishing, 18c; white—xxx, 18c; Colored—No. 1, 13c.

Wax—H-B Wax, 45c; Berry Bros., 50c; Imperial Floor Wax, 35c; Anchor, 38c; O.P.W. Lion Brand, 38c; Old English, 67c; Johnson's, 67c; Jamieson's liquid wax, gal., $3.60; Ramsay's, 45; Martin-Senours, 38c; I. V. Wax, 38c; Sherwin-Williams, 48c; Solpar, $1.75; Crown Diamond, 38c; Hillcrest, 45c; Plymouth Rock, 45c; Champion white, 50c; Ad-el-ite paste, 45c.

Whiting—Plain, in bbls., $3.00; Gilders, bolted in bbls., $3.25.

Wood Alcohol—Per gal.—In five gallons, $1.75; Methylated Spirits, $1.75.

Wood Filler (Paste)—Kleartone—All colors except mahogany—1 lb. cans, 28c a pound; 2 lb., 26c; 5 and 10 lb., 24c; 25 lb., 22c. Mahogany 5 cents a pound higher. Discount 35 and 5 per cent.

Wood Filler (Liquid)—Crown Diamond, per gal. in qt. tins, $1.70.

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BASKETS
Walter Woods & Co., Hamilton.
Meakins & Sons Ltd., Hamilton.

BATTERIES
Samuel Trees & Co., Toronto.
Dominion Battery Co., Toronto.
Canadian National Carbon Co., Toronto.

BATHROOM FITTINGS
Gendron Mfg. Co., Ltd., Toronto.

BELTING
Dominion Belting Co. Hamilton,
Dunlop Tire and Rubber Goods Co., Toronto.

BITTS — AUGER
E. C. Atkins & Co., Hamilton.
North Bros. Mfg. Co., Philadelphia, Pa.

BRUSHES AND BROOMS
Boeckh Co., Ltd., Toronto.
Meakins & Sons, Hamilton.
Rubberset Co., Ltd., Toronto.
Walter Woods & Co., Hamilton.

BUILDERS' CASTINGS
Katie Foundry Co., Galt.
Taylor Forbes Co., Ltd., Guelph.

BUILDERS' HARDWARE
National Hardware Co., Orillia
Richards Wilcox Canadian Co., London.
Taylor-Forbes Co., Guelph.

CABINET HARDWARE
Taylor Forbes Co., Ltd., Guelph.

CHAIN
B. Greening Wire Co., Hamilton.
Dominion Chain, Ltd., Niagara Falls, Ont.

CHILDREN'S VEHICLES
Gendron Mfg. Co., Ltd., Toronto.

CLAMPS
Taylor Forbes Co., Ltd., Guelph.

CLEAN OUT DOORS
Katie Foundry Co., Galt.

CLOTHES DRYERS
Taylor Forbes Co., Ltd., Guelph.
Canadian Metal Products, Guelph.

CLOTHES REELS AND PULLEYS
Katie Foundry Co., Galt.
Taylor Forbes Co., Guelph.

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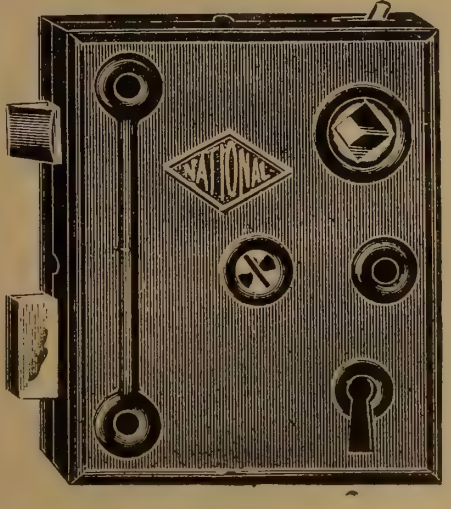
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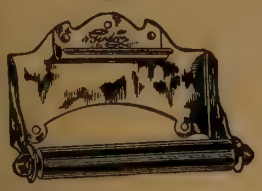
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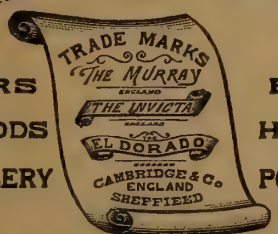
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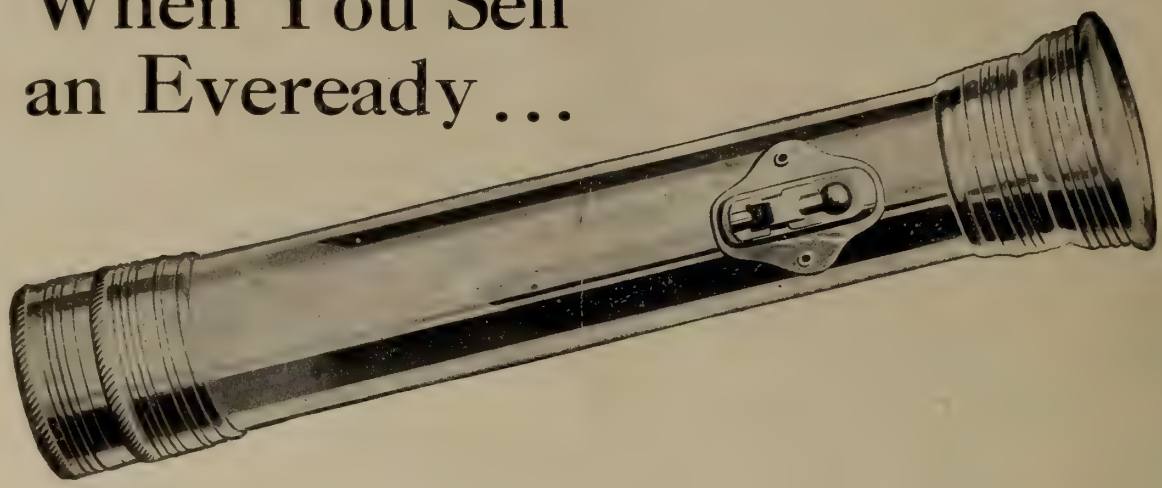
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Not a Toy — Built for Service

There should be a big demand from boys attending Manuel Training Classes. Box, 21" x 10' with end handles, tools are of excellent quality and put up in two different assortments. Box can be supplied without tools.

We also make Black Boards—First time made in Canada

Other Fall lines are: Tea Trays, Smoker Stands, Children's Desks, and Kindergarten Sets.

Write for Catalog "P"

STRATFORD MANUFACTURING CO.

STRATFORD, ONTARIO

It doesn't take a lot of salesmanship to sell the

TORONTO Gendron CANADA

DISCO



"The kiddies will push them if you will stock them."

The Gendron Disco—the new ball bearing wagon with the new disc wheels is a joy and a treat for any boy. It appeals tremendously to him.

If you haven't investigated the sales possibilities of the Disco you're losing money.

Write us for further information.

The Gendron Mfg. Co., Limited

Duchess Street TORONTO

"IF WINTER COMES"

Will it find you with a good stock of Electric Heaters? There is a good trade now but it will be better as the temperature drops day by day—and the good thing about this article is that they will buy 'em right up to the middle of May.

In our Country for Eight Months in the Year

$7.50 you have a reliable crop of heater purchasers. **The Polar Cub Heater is marvellous value.** **$7.50**

SPECIFICATIONS

Solid Copper reflector, 11" diameter, beautifully burnished.
Cast iron base, weight 2½ lbs., diameter 7", fluted design. Practically impossible to tip over.
Base and back of reflector finished in indestructible black enamel.
Adjustable reflector.
Unique design wire guard.
Wire guard and filament easily detachable for cleaning and polishing. Filament the equal of any on the market.
600 Watt, 110 volts, A.C. or D.C. Equipped with 7 feet of standard Underwriters' approved cord and two piece separable attachment plug.

We are filling orders in rotation.



The Gilbert Polar Cub Electric Heater

$7.50 Retail

The A.C. Gilbert-Menzies Co., Limited

439 King Street West, Toronto

Gilbert Polar Cub Electrical Specialties Gilbert's Radio

Tudor Plate

Oneida Community-Made

TUDOR BUFFET

The Case is free with 26-piece Set



Not an Assortment but a standard 26-piece Container

Striking Display Feature

Consumer buys Complete Set or Individual Pieces

MARQUIS PATTERN

You know how strong the Petit Buffet in Community Plate is going.

The new Tudor line has the Buffet also.

A dainty innovation that women respond to immediately—handy for table setting, saves steps, attractive on the sideboard, or slips into sideboard drawer.

Complete with case—*for price of pieces alone.* The Tudor Buffet with blue lining makes a sales-getting display feature. Also, a dealer can sell individual pieces right out of the display case instead of going back to stock.

One of the features that will help make Tudor the leader in the low-priced field.

Important: **Patents have been applied for on all distinctive merchandising features of Tudor Plate in order that their use may be reserved for this line**

"YANKEE"
QUICK RETURN
In 3 Sizes



With spring in the handle to drive bit quickly.

Holds it extended for overhead work.

No. 130 — For all general work. Very popular.

No. 131 — Heavy pattern for general house carpentry and heavy screw driving. Becoming very popular.

No. 135 — Small size, for smaller screws, electric work, and wherever a large number of small screws are frequently driven. **Your Jobber will supply you.**

NORTH BROS. MFG.
Philadelphia, Pa.

DOG CHAIN ASSORTMENT



All dog owners within trading distance of your store are live prospects for dog chains and will sooner or later buy them if you will keep our attractive display hanger in sight.

These dog chains are strong, handy and good looking, and have many advadtages. They come in a variety of styles to suit the fancy of the purchaser, and a variety of thicknesses and lengths for various size dogs.

They have a high tensile strength and are finished in bright or nickel plate finish. The convenient grip as well as the chain itself presents a smooth even surface to the most delicate hand and explains why our Dog Chains are so popular with the ladies.

One complete assortment of twelve chains furnished together with an attractive and convenient hanger such as is shown here.

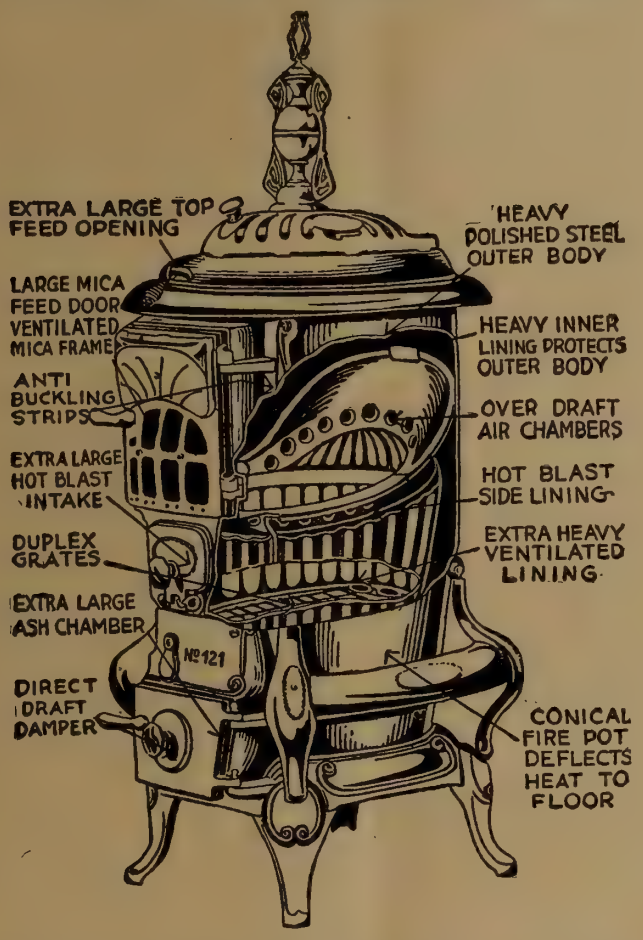
DOMINION CHAIN COMPANY
LIMITED
NIAGARA FALLS, ONTARIO

The Heater That Fills The Waiting Need

Many people in your Community are looking for a soft coal heater that is built specially for burning soft coal. You can fill this waiting need to their entire satisfaction and with profit to yourself by selling them

McClary's

So-hot Air-blast Heater



Here is a heater with a specially constructed hot air-blast. The illustration clearly shows you this air-blast. The air enters at the front and passes through the heated cast iron to the back of the firepot where it rises and is deflected through to the surface of the coal by the overhanging deflector. Thus all coal gases are ignited and used to the utmost effect.

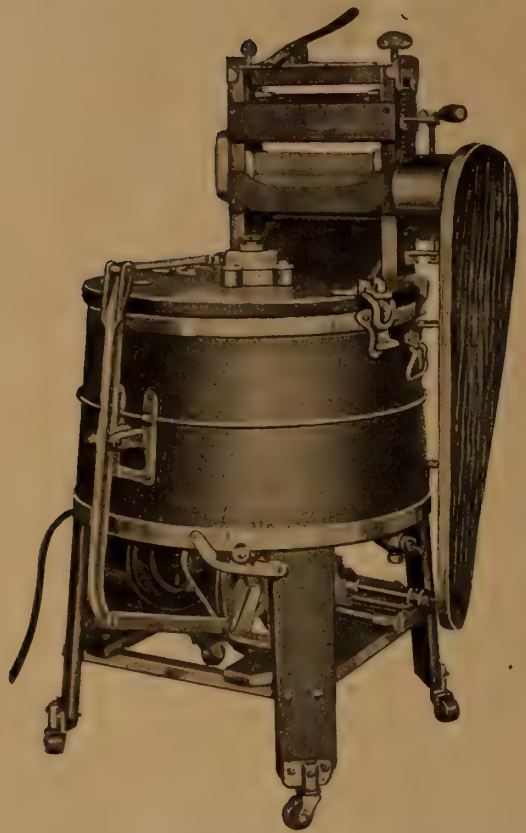
We have circulars on the correct use of Soft Coal—send to our nearest Branch for a quantity for local distribution.

McClary's

London Hamilton Toronto Monteal St. John, N. B.
Vancouver Calgary Winnipeg
Saskatoon Edmonton

The "Economy" Washer Sells for $108.00

YOU get 30% of that.



That's a pretty good profit. And it's not so very hard to sell "Economy" washers. They are attractive, both in price and appearance. It's easy to convince them that the "Economy" IS efficient.
Perhaps your customer wants another type of washer—a water power or hand driven model. We make all these types. In every one you will find the best materials, workmanship, and design.

Here's a few points about the "Economy" Electric. They are all important.

1—The price to you $108.00 less 30% (F.O.B.) Ottawa.
2—Durable oversize heat conserving cypress Tub.
3—Fewest parts, all strong, convenient and carefully proportioned.
4—Large powerful 1/6 H.P. Motor.
5—Well guarded machine cut gears no noise.
6—Washer control, stop and start.
7—Wringer control, stop, start and reverse.
8—Wringer safety release, best rubber rolls 11" Ball Bearing.
9—Washes and wrings at same time, metal tray supplied.
10—Full equipment, castors, oil can, fuse plugs, brass threaded drain cock.

J. H. CONNOR & SON LIMITED

Manufacturers of:—Electric, Belt Driven, Water Power and Hand operated Washing Machines, Clothes Wringers, Woodenware, etc.

OTTAWA - - CANADA

ESTABLISHED 1875

310 Chambers St. Winnipeg Man. McPherson Teetzel Co., Vancouver, B.C

HERCULES SASH CORD

Made in Canada and used with complete satisfaction throughout the Dominion for over twenty-five years. - - -

BAYARD

Rifles

SHOT-GUNS

Automatic

PISTOLS, ETC.



Pieper Arms Company, Liege

Write for Catalogue to
Dorken Bros. & Co., Montreal

POCKET KNIVES
H. BOKER & COS
IMPROVED
TREE BRAND
TRADE MARK
RAZORS CUTLERY SCISSORS

You'll Not Fear Competition With This Splendid Furnace Line

HECLA Pipe or Pipeless
SUCCESS Pipe or Pipeless
HILBORN Wood Furnace



A style and size for every selling need

EVERY dealer knows that the product with the important, exclusive selling points is the one that's most easily sold.

That's why hundreds of progressive dealers throughout Canada sell Clare Bros. Furnaces. There's a style and size to meet every prospect's needs—there are exclusive features which the prospect can readily see make for additional comfort as well as effecting a considerable saving in fuel.

Every Clare Bros. product, too, is built in a ***quality*** manner. You can be sure when you sell a Clare Bros. Furnace that it will stand up to every claim we make.

The Hecla

The Hecla Furnace, both in Pipe and Pipeless styles, has four big talking points—Steel Ribbed Firepot, Fused Joints, Circular Water Pan and Individual Grate Bars.

The Steel Ribbed Firepot, an exclusive Clare Bros. feature, gives three times the heat radiating surface—positively saves one ton in seven.

The Fused Joints, another exclusive Clare Bros. feature, absolutely eliminate all leaks of gas or dust.

The Circular Water Pan saves coal—ensures the proper degree of healthful moisture in every room.

The Individual Grate Bars make it easier to shake down.

The Success

With the Success, you are able to meet the competition of the low-priced furnace. With our large plant and big production we are able to build furnaces at low cost and still maintain *quality* in the product.

Like the Hecla, the Success has the Patent Fused Joints. You can guarantee no gas, no dust, no smoke. The Success is a standard furnace construction that will give good service.

The Hilborn

For the prospect who desires a wood-burning furnace the Hilborn offers strong recommendations. It will last a lifetime. It is the furnace that built our reputation for making good heating appliances. Made in two styles and five sizes. Simply and effectively constructed. Where wood is still to be had no furnace will give more comfort or more economical heating than the Hilborn.

The Big Furnace Season is Here

You can meet every demand for furnaces in your community with this splendid line. You can *increase* your furnace business—build up one—with it. Write us today for further information and details of our dealer proposition. Don't delay—every day now sees furnace sales made.

CLARE BROS. & CO. Limited

Preston - Ontario

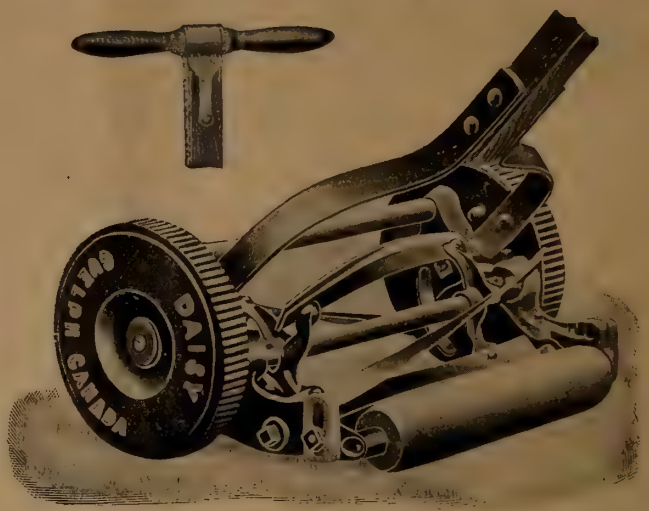
Winnipeg Saskatoon Calgary Edmonton Vancouver

BOOK YOUR ORDERS EARLY

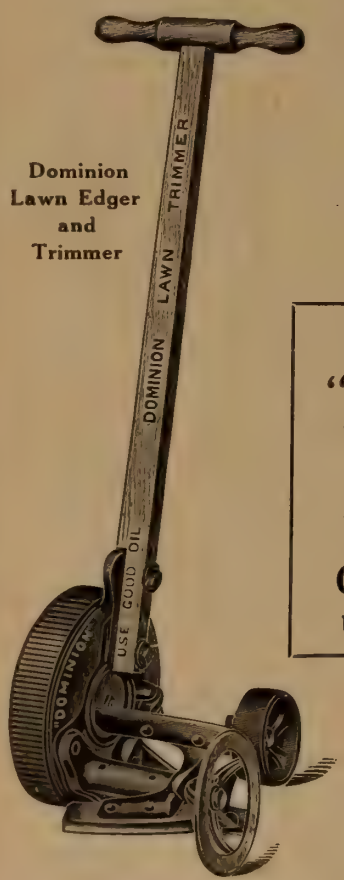
FOR

"T. F." MOWERS

1923 stocks are being quickly assembled in anticipation of the usual brisk demand for Taylor-Forbes Ouality Mower. Prices have now been distributed and we strongly advise spring bookings with your jobber **now.**

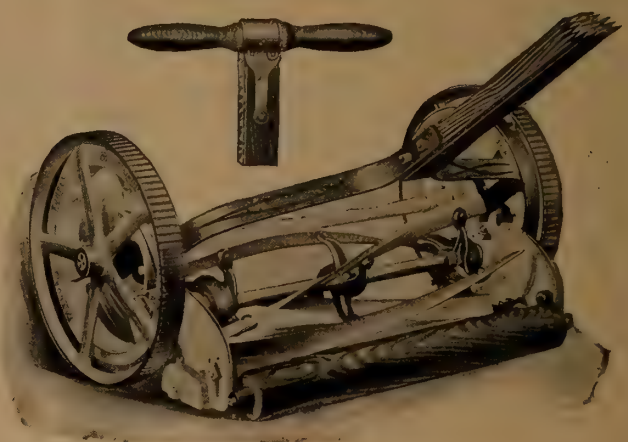


The "Daisy"

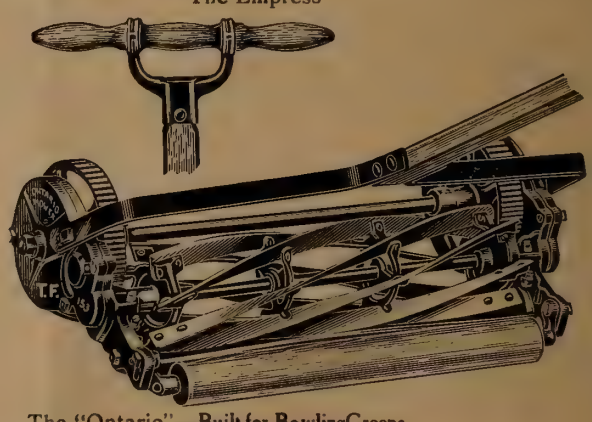


Dominion Lawn Edger and Trimmer

Insist on "T.F." Mowers through your jobber Lawn Mower and Spring Goods Catalog upon request



"The Empress"



The "Ontario"—Built for BowlingGreens

MANUFACTURED BY

TAYLOR-FORBES Company, Limited

Head Office and Works:

GUELPH, ONTARIO

Toronto Quebec Winnipeg Montreal St. John
Regina Vancouver Halifax Calgary

Member Canadian Business Publishers Association

Including CANADIAN HARDWARE STOVE AND PAINT JOURNAL Established 1909

HARDWARE AND ACCESSORIES

PAINTS·ELECTRIC·HOUSEWARE·HEATING·LIGHTING·

Including CANADIAN TIRE AND ACCESSORY JOURNAL Established 1906

Published Monthly by Weston Wrigley, 123 Bay St., Toronto.

Subscription Rates $1.00 per year in Canada, $2.00 to Great Britain, the United States, and Foreign Countries.

VOLUME 14 TORONTO OCTOBER 1922 NUMBER 10

CANADA'S POPULATION AND PRODUCTION

WHILE Canada has but half of one per cent. of the world's population, it produces 90 per cent of all the cobalt in the world, 88 per cent. of the asbestos, 85 per cent. of the nickel, 32 per cent. of the pulpwood, 20 per cent. of the lumber, 20 per cent. of the cured fish, 18 per cent. of the oats, 15 per cent of the potatoes, 12 per cent. of the silver, 11½ per cent. of the wheat, 11 per cent. of the barley, 4 per cent of the gold, and 4 per cent. of the copper.

This is a remarkable showing when the comparatively slight development, so far achieved, is considered There is scarcely any part of the earth's surface resources considered, with the slight development that has so far taken place in Canada. Great coal, gas and petroleum resources still remain to be worked. Huge tonnages of low grade metal ore also exist that merely require better conditions to allow their being worked.

Canada is now in a position curiously different from that of most "new" countries so far as transportation is concerned. In most cases, development is retarded by lack of sufficient railroad service, but in Canada it will be several years before the country can hope to grow up to the railroads already built.

THE WEALTHY WEST

THE average per capita wealth of agriculturists in the four Western provinces—Manitoba, Saskatchewan, Alberta and British Columbia—is $2,123. The average per capita wealth of the agriculturists in the five Eastern provinces is $1,238.

Western Canadian agriculturists own over 47 per cent. of the agricultural wealth of the Dominion and they form 64 per cent. of the western population.

Because of this great individual and collective wealth the purchasing power of the Westerner offers a most profitable market for Eastern Manufacturers.

THREE GOOD PAINT MONTHS

THE indifferent Paint merchant, the man who lies back and expects things just to "happen," takes one glance at the calendar about this time and, between yawns, says his annual little prayer: "Thank goodness there's only other three months to go—it's been a rotten year."

Not so the live Paint dealer. His reading of the same calendar brings forth the following soliloquy: "Gosh, but the year's gone quickly! Maybe that's because I've worked harder 'n usual. Well, it's been worth the extra trouble, for my paint sales are away up over last year. Now let's see. Three months to go—three good months, October, 31 days; November, 30 days; December, 31 days—92 good days, or fully one fourth of the year. Let up? No siree! We'll just hop right to it, and before the old year flies I believe that so far as this store is concerned we can make good on the Save the Varnish Year."—Stephens' Paint News.

OVERCOMING JOBBER COMPETITION

IN a Western city a peculiar situation exists in the hardware field. There are about ten retail hardware stores. One does a business of several hundred thousand dollars a year, the balance are very small stores, operated by good merchants, apparently, but stunted in growth.

Not so long ago I was talking to the man who has been so successful there and told him I could not understand how he was the only dealer who had ever built a lage business in the town. He said:

"The answer is easy to find. It goes back to the question of jobber competition. In our town are several hardware jobbers who sell anything in stock at retail prices and do not make much differential between the prices for such quantities and the prices they charge retailers.

"The dealers in my town have always fought this competition, have done everything in their power to meet this unfair competition. My firm has ignored it. While my business would be much larger to-day if we did not have this competition, I have not tried to fight it. The result is I have built a big business based on quality and service while my other retail friends have dwarfed their prospects by trying to build a business based on price." And then he added:

"I have never seen a successful retail business that was founded on a low price basis."

I would not give the impression for a minute that this dealer condones the practice of jobbers selling at retail. He fights vigorously against the practise but (get this) he does not allow eagerness to get his local jobber to play fairly to warp his judgment of the amount of margin necessary to maintain a healthy business.

There is much to ponder in what he has said, not only for the dealer who is troubled with jobber com-

The Cost of Two Words

By Dr. Frank Crane

JUDGING from a recent news item there are times when words are expensive. To be exact, there was one time when a couple of words cost $1,856,250. The incident was as follows:

The owner of the property adjacent to the Standard Oil Building in New York City leased No. 12, Broadway to the Standard Oil Company for ninety-nine years at a quarterly rent of $62,500. But when he made his lease he overlooked one little matter. He failed to state whether the rent was payable at the beginning or at the end of the quarter.

The press report goes on to say that the owner alleged that the words "in advance" were in the original agreement, but that the Standard Oil Company struck them out without his knowledge and he signed the lease which did not contain these words. He insisted that the court reform the lease because payment at the end of the quarter instead of in advance meant a loss of $3,750 a year in interest or $371,250; in the ninety-nine years at six per cent interest compounded semi-annually, the loss would be $1,856,250.

The owner won in the lower court, but the appellate division reversed the judgment by vote of three to two, and in an opinion by Justice Greenbaum said: "In construing the lease before us it is important to recognize the rule that the presumption is that rent is not payable until after it has been earned, and that in the absence of an express agreement to the contrary, rent is payable at the end of the term and not in advance."

This brings to mind the sometimes uncanny importance of trifles. It illustrates how very often issues of vast importance turn upon very minute hinges.

It also suggests some other things. One of these is that it is a fine idea to read any document entirely through before you write your name at the bottom of it.

Also the necessity of wading through the lingo of any legal contract and being pretty sure that you understand what it all means.

One business man made a rule, and it was not a bad one, not to sign anything until he had slept on it overnight and let it rest for twenty-four hours.

Another point it suggests is that any conceivable business agreement is subject to misunderstanding, and nothing should be taken for granted. There is bound to be some sort of argument and explanation about every contract in the world, and it is a good idea to have all your quarrelling done before you write your name on a paper rather than afterwards.

Also that it is cheaper to hire a lawyer to draw up your document for you than it is to hire him to explain it for you afterwards in court.

This does not necessarily mean that a business man should be always suspicious and meticulous.

But it does mean that he should keep his eyes open.

It does not mean that he should suspect his friends but that he should not forget the wise man's saying, that we should look upon every friend as one who in the future may become an enemy, and that we should treat every enemy as one who in the future may become a friend.

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THE CANADIAN HARDWARE JOBBERS MEET

Annual Convention held at Montreal on October 3 and 4—Sir Henry Drayton Addresses Annual Banquet—Old Officers Re-elected by Canadian Wholesale Hardware Association.

THE annual convention of the Canadian Wholesale Hardware Convention, held at Montreal on Oct. 3 and 4, was very largely attended, representatives of all members in Ontario and Quebec being present as well as President Morton (A. M. Bell & Co., Halifax) and Vice-President McAvity (Thomas McAvity & Co., St. John, N.B.), of the Maritime Wholesale Hardware Association being also present.

Amongst other business, corresdondence was received from President May and Secretary MacPherson, of the Ontairo Retail Hardware Association in reference to the complaint regarding the selling of hardware to the public at wholesale prices by a London, Ontario, jobbing house. The matter was discussed but no action taken.

The usual routine matters of business were taken up, reports of business conditions received being very favorable as to the outlook for trade during the coming year, although collections were reported slow.



THOMAS BIRKETT, Ottawa
President Canadian Wholesale Hardware Association.

OLD OFFICERS RE-ELECTED

Officers for the coming year will be the same as during 1922 with the exception of S. R. Kennedy, who has retired from the executive owing to the sale of his business to D. H. Howden & Co., and W. J. Lawson, of Rice, Lewis & Son, Toronto, who also retired.

The officers elected were:

President, T. M. Birkett, Thomas Birkett & Sons, Ltd., Ottawa; Vice-President, S. Rae, D. H. Howden & Co., Ltd., London; Secretary-Treasurers, James Hardy & Son, Toronto. Executive Committee—Geo. C. Davies, Frothingham & Workman, Ltd., Montreal; Hector Prudhomme, A. Prudhomme & Fils, Montreal; J. McDonald, Chinic Hardware Co., Ltd., Quebec, Que.; A. J. Teakle, Herman Young Co., Quebec, and George W. Murphy, J. S. Mitchell & Co., Ltd., Sherbrooke, Que.

SUCCESSFUL BANQUET HELD

President Thomas Birkett presided at the annual banquet held at the Windsor Hotel on Wednesday evening, Oct. 4, and while admitting his lack of eloquence brought a splendid substitute in the person of Sir Henry Drayton, former Minister of Finance.

Individual tables, with various jobbers acting as subhosts were arranged and an ample menu and a capable staff of entertainers provided a very sociable evening's program.

The chief speaker was Sir Henry Drayton, who responded to the toast of "Canada."

"If any country ever deserved good times," said Sir Henry, "Canada deserves them," going on to show the wonderful record made by Canada in advancing from the standing of 12th in the world's exporting nations in 1913 with total exports of $335,000,000, to 6th in 1921 with exports of over $700,000,000, an increase of 214 per cent.

During the same period the farm lands under cultivation increased from 34,000,000 to over 59,000,000, a wonderful record during the war period with hundreds of thousands of Canada's manhood overseas.

Dealing with merchandising problems, Sir Henry was very generous with his successor Hon. Mr. Fielding, in congratulating him on the success of his conversion loan. He apologised, however, for his failure to adopt the increased tax on cheques, having felt that he had gone far enough in adopting the flat tax of 2 cents on cheques and drafts.

Other speakers included Hon. C. C. Ballantyne, Sir William McMaster, Senator Lorne Webster, President Morton, Maritime Wholesale Hardware Association, the venerable "Charlie" Britton, A. Prudhomme, James Hardy and S. H. Alexander.

A pleasing feature of the evening was the presentation to each of the guests of a "Valet" model AutoStrop safety razor by the AutoStrop Safety Razor Company, Toronto.

About one hundred manufacturers were guests of the jobbers at the dinner.

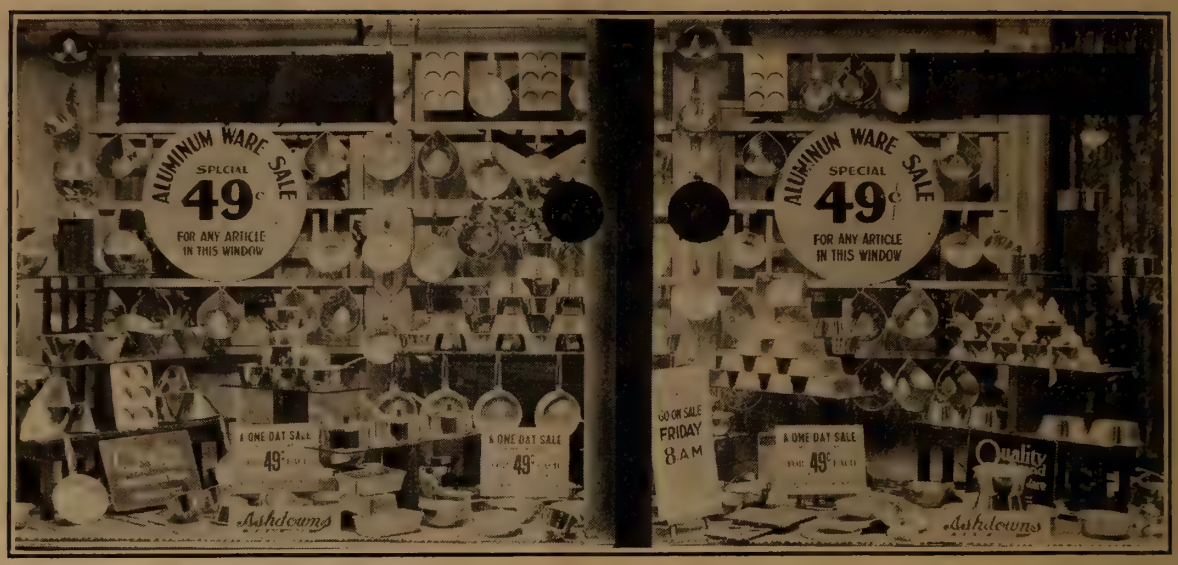
WESTERN CANADA'S BUMPER CROP

Reliable estimates indicate that the 1922 harvest in Canada's Western Provinces is the greatest and most valuable crop Western Canada has ever had, with the single and sole exception of the bumper of 1915. The figures are:

Wheat	371,901,000 Bushels
Oats	413,539,000 Bushels
Barley	61,080,800 Bushels
Rye	54,311,000 Bushels
Flax Seed	3,088,000 Bushels

—a total grain production of 903,979,800 Bushels, as against 631,984,500 Bushels (Dominion Govt. final estimate) produced in 1921.

It is estimated that this year's crop, when delivered, will be worth $590,931,521. Although the West has many debts to liquidate there will be much freer buying of all kinds of hardware than there has been for several years, a fact which means much to manufacturers in Eastern Canada.



Window display of Aluminum Ware arranged for Ashdown Hardware Co., Winnipeg, by C. H. Smith, duriing their big sale of aluminum last month.

KITCHEN UTENSILS ARE 'GIFTS OF UTILITY'

Ashdowns at Winnipeg hold Largest Sale of Aluminum Ware in their History in September—Push Aluminum and Enameled Ware for Holiday Trade.

THE kitchen is the one place in the bride's new home which she longs to equip completely at the start. No present will more truly please the new housekeeper than a full set or an odd piece of aluminum cooking ware or high class enamelware.

June is the month of brides and the holiday season is the time to sell "gifts of utility." The bride herself, her relatives and friends are all on the alert, ready for any suggestions for items to complete the "kitchen trousseau." Many are the shopping trips made and each trip should be an opportunity for the sale of a gift or a useful addition to the housekeeping equipment. These peole are not always shopping with the idea of kitchenware in mind. They are much more apt to be thinking of silks and laces and they may pass by your store without realizing what a wealth of contributions to the bridal outfit it may offer.

It's up to you to see that they do not pass by. It's up to you to make them think of your store every time they are shopping, not only to think of it but to enter it and come away with something for the bride's kitchen. If you haven't room enough for an elaborate "Honeymoon Aisle" you can least feature one line, such as aluminum ware in a bride's window and also devote a small space inside the store to some simple display of the same goods, arranged especially to appeal to those interested in wedding gifts.

You might plan your window so as to suggest the bride's newly eqipped kitchen showing all the pieces which are necessary for the young housekeeper, each tagged with a card pointing out its value as a gift and its use in the household. Another window might be arranged showing a complete set partly packed in its white box surrounded with white tissue paper. A few white streamers and artificial lilies of the valley, etc., might be used to suggest their use as gifts for a bride and carefully lettered cards to carry your message to the shoppers.

There is no question regarding the appropriateness of aluminum ware as an ideal wedding or holiday season gift. Its silvery gleam and well-balanced shape of all the utensils appeal strongly to the young housekeeper who is planning to make her kitchen a beautiful, livable work shop. Its durability and service-giving qualities are well known to the older housekeepers who appreciate the need for practical wedding gifts. As a bait to lure the unwary shopper into your store it is splendid. It cannot fail to attract by the beauty of its appearance alone, and when tied up with the idea of efficiency its appeal is very strong.

Feature in your display and advertisements, complete sets of aluminum, smaller sets and single large pieces. To make them especially attractive for this purpose they should be packed in simple white boxes with white tissue paper.

Remember, too, that there are any number of showers preceding a wedding for which such gifts are particularly suited. Your newspaper advertisements should carry out the idea announcing to readers that you have a special assortment of basic kitchen utensils and suggest starting the bride off with a set which will set the standard for her future purchases.

While June with its established precedence as the month for weddings presents a special opportunity for increasing sales of aluminum in this way, the wise dealer will remember that of the millions of weddings which take place every year, some must be spread throughout other months of the year. Therefore, keep a careful watch of the young couples of the community and be ready, when an engagement is announced and wedding preparations begin, with special circulars or, better still, personal letters to the bride and her family and friends telling them of your stock and pointing out the fact that you are in the position to supply all household needs.

PAYS TO CULTIVATE WOMEN CUSTOMERS

A well-known English advertising specialist in an atricle on the elements of advertising points out that most merchandise is purchased by women and, therefore, advertisers should learn to write their copy from the women's point of view.

Women are the most important factors in the success of the hardware store and the dealer who wants their patronage must get their point of view and must guide his merchandising methods somewhat by their whims and fancies.

Every hardware dealer must carry some enameled ware, but the demand for this line is to a large extent in the hands of the individual dealer. Department stores find it worth while to put strenuous selling efforts behind this line. They make it a point to see that women are kept interested in it, by means of special sales, by window displays and by interesting and attractive displays which demand the attention of women who visit the department in quest of other goods. Hardware stores which put special effort into the sale of this line of goods find that the demand increases in proportion to the amount of sales effort

The dealer who is planning an active selling campaign should keep in mind the necessity for making his advertising and display such as will arouse active interest in the minds of the women prospects. He must keep the abstract out of his advertising; must stress the personal. He must talk of the merchandise in the woman's language, in the terms of its use in her kitchen and its value to her. Likewise, as women are bargain hunters—in the sense that they want the best they can get for the money they expend—he must sell only goods which will satisfy, which will uphold his reputation for integrity and dependability. Bargains to a woman do not mean merely a cheaper grade of sauce pan bought at a saving of 10 cents. A woman wants a bargain that is truly a bargain.

In the matter of display, also the tendency of womankind to respond to a personal appeal must be kept in mind. The woman buys cooking utensils for various uses, and the strongest display, either window or interior, is one which helps her visualize the kettle in actual use in her own kitchen.

An abstract display, meaning one in which a number of enameled ware utensils are shown without any suggestion of the kitchen or cooking, may catch the eye, but its power to suggest a purchase is much less than one which brings to the woman's mind the suggestion that it belongs in her pantry or on her stove.

An interior display scheme which would be most practical would be to have one corner of the store sectioned off and arranged as a kitchen. Here the woman could visit and every thing would remind her of her own workshop and its needs. She would see a enameled ware teakettle and a saucepan on the stove and her mind would immediately transfer them to her own stove at home.

A few shelves with a varied assortment of enameled ware arranged as it might be in the home would again suggest to the customer the same situation in her home. A dishpan hanging alongside of the sink, a table with one or two pieces suggesting a meal in preparation would all make a personal appeal to the woman.

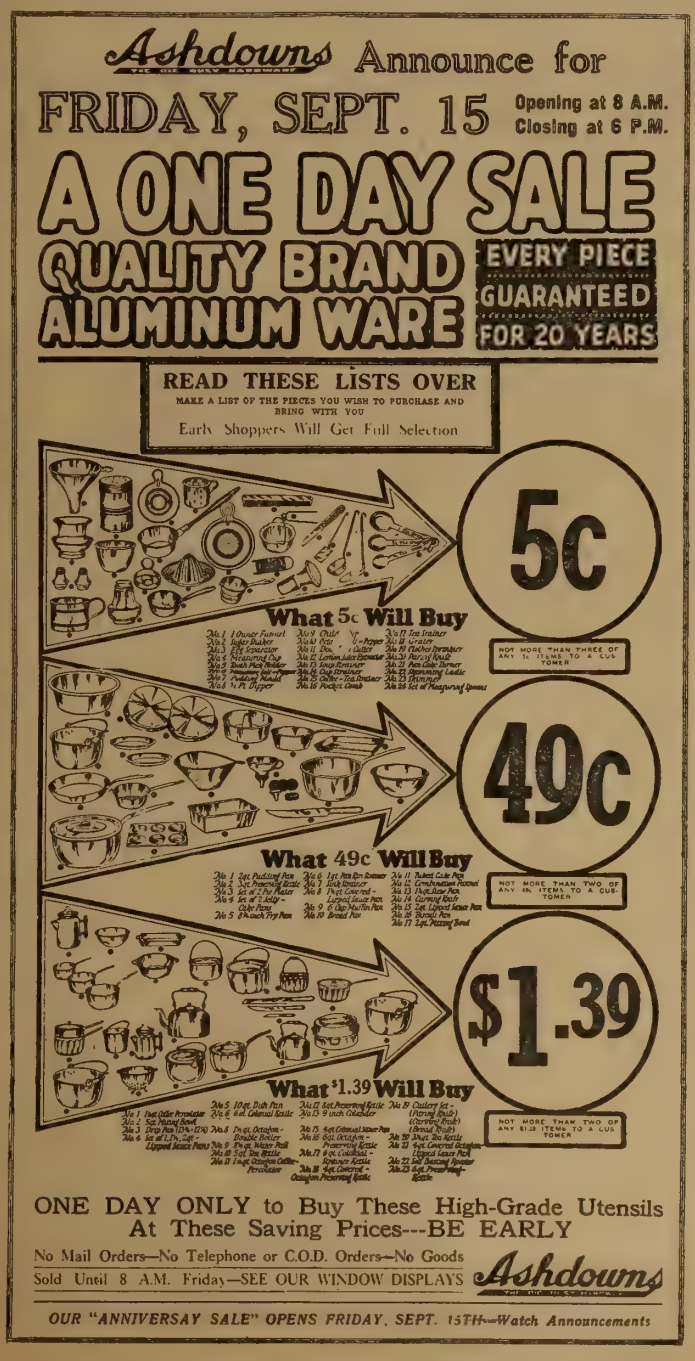
This idea may be worked on an elaborate or on a simple scale. Many dealers have found it a very useful way to display not only enameled ware, but other

ASHDOWN HOLDS BIG ALUMINUM SALE

The big sale of aluminum utensils advertised by the Ashdown Hardware Company, Winnipeg, on Sept. 15, 1922, was the largest and most successful ever put on by them. All their windows were given over to Aluminum Ware for three days before the sale and large four column ads were inserted in the daily papers.

The illustration of the window display shown featured the 49 cent lot while it will be seen, by referring to the reproduction of the advertisement, that lots were also offered at 5 cents and at $1.39.

The success of this sale means that other hardware stores, by obtaining special assortments, or lots for special sales, can attract customers to their stores and obtain a large turnover by a special sale.



SELLS 150 VACUUM CLEANERS IN ONE YEAR

House to House Canvas coupled with Demonstrations, and Mailing Circulars to Prospects, helps to Create a Big Volume of Business.

Written for Hardware and Accessorie by A. L. McCready

That the selling of electric sweepers is not outside the hardware realm, the Willard Hardware of Chatham, Ont., has proven with approximate sales of 150 sweepers for the last year. Competition was keen, too, as three or four other agencies are in the field. But when the company making the particular machine Willards handle offered prizes a few months ago for a name or slogan to advertise their machine, three out of four prizes for the Dominion came to Chatham. And to enter the contest the contestant was required to own one of the machines. Considering that three Chatham people were prize winners it goes to show that the Willard man was on the job.

Taken from a selling standpoint, the electric sweeper is one of the most fascinating and interest-compelling lines the salesman can handle. His sales, of course, are mostly made on the floor of the home. An electric light socket and a dirty rug in a living room is the salesman's greatest joy.

Right there is his greatest selling argument!

By merely hooking up the sweeper with the current and running the machine up the rug, the demonstrator leaves a well-defined swath of freshly clean rug, bordered on both sides by an expanse of dirty rug. The demonstration is made so quickly and the evidence of the machine's utility so patent to the housewife that the salesman has the best possible point to feature in his sales talk.

In this house to house canvass, the Willard man uses a car. Some salesmen use a wheel. Nor is the man on foot out of his element in this line, as the machine for demonstration is easily portable.

Coupled with the house to house canvass is the making use of a good mailing list. The Willard people mail circulars regularly to prospects, either to prepare them for the salesman's call or as follow-ups after a call has been made.

Good window displays and exhibits of the machines in the store help keep them to the front. The Willard slogan is, "Modern House-keeping at the Touch of a Switch." In this connection they specialize electric sweepers and washers.

As regards electric washers the selling of such a machine with them is a matter of keeping the grass from growing under their feet once they have a line on a prospect. Their method is to close a sale within three or four days if possible.

The first step with them is to place a machine in the home. The weekly wash day is ascertained and the prospect's permission secured to have one of the machines in the home for a free trial. Accordingly the washing machine man is on the job with a washer bright and early that day. The machine is placed and hooked up with the juice, the necessary instructions for operation given and usually the salesman stays until a start is made—then he clears out in case milady might consider him too curious in regard to the family wash.

Next day he calls while the advantage of washing the electric way is still fresh in the housewife's mind, and nine times out of ten the sale is made. A convenient deferred payment plan overcomes any objection to the higher cost of an electric over the ordinary washer.

The main point in selling the washer lies in getting a machine in the home for a free trial, according to the Willard man. Once it is there it usually stays. As regards the prospects they are usually chosen from those women who enter the shop and start examining the sample machine which is placed in a spot near the door, where milady must pass in either entering or leaving the store. The washer man then gets busy, explains the machine and gives the prospect advertising folders dealing with the machine. He also tries to arrange for a free trial of the machine in the home. If unsuccessful he leaves the matter for a day or two, judging the prospect may desire to think the matter over, or take it up with hubby.

After he has allowed this one or two day interval to elapse, he calls at the prospect's home and is usually successful in arranging for the free trial. With this much accomplished he makes his final call the day following the trial, thus following out his plan of selling washing machines within the shortest possible space of time, once the prospect has been lined up.



One of Willard's Displays of Electrical Goods.

The Willard Hardware Co. finds the electrical line a valuable addition to their stock in trade, and with the extension of Hydro in rural parts are adding to their present city trade along the line of things electrical.

GOOD SALE OF ELECTRIC WASHERS

Hubbard Hardware, Barrie, proved during the last few weeks that business could be had by going after it. They decided to have a campaign on electric washers. They got a man from the manufacturers who canvassed the whole of the town for prospective customers with this as a working basis they have by means of personal selling and newspaper advertising had a big sale of electric washing machines.

ELECTRIC HEATER SALES SUGGESTIONS

Shortage in Coal Supply Offers Hardware Dealers Opportunity to Push Electric and Oil Heaters.

THE two months before the real cold weather begins are the psychological ones for making electric heater sales.

Lots of housewives hestitate to have the furnace going in October so prefer to take the chill out of the rooms by electric heaters, gas and oil stoves.

The more the advantages of the electric heater are hammered home via the window display and newspaper advertising routes, the more sales will be made.

WINTER EVENING SUGGESTIONS

"Suggestions for a Winter Evening," as a card proclaimed, was the keynote of a realistic display by the Guarantee Electric Co. The setting was that of a living room, made comfortable with two easy chairs, one at each end, with a library table at the middle. An opened magazine, turned upside down, as if discarded by the reader, a tobacco-filled pipe in an ash tray, and a bit of sewing, all reposed on the table to indicate that the couple had just vacated the room. An electric heater burned in the simulated fireplace, while the room was illuminated by a beautiful floor lamp. A half-opened newspaper had been tossed on one of the chairs. The setting made the spectator want to make his living room as comfortable and cosy as the one depicted.

WINDOW CARD ARGUMENTS

The Mahon Electric Company, Fort William, had an attractive display of electric heaters on a tier of glass shelves. There was a well-worded card on each shelf. The messages the cards bore were as follows:

"Don't start your furnace yet. Use electricity for heat and save money."

"Be comfortable with an Electric Heater."

"Lots of heat, where you want it."

The Mahon Electric Company believes in backing up their window displays with appropriate newspaper announcements. In this way the prospective purchaser reads about the heater, then decides to look them over before committing herself. Here is the piece of copy that was used.

"Call South 300 for an Electric Heater, and say good-by to your chilly rooms The cost of running is only two and one-fourth cents per hour, and they are guaranteed for one year. No home is complete without one. See them at Mahons."

The sketch of an electric heater, with the heat waves radiating in all directions, occupied the left-hand corner of the announcement.

The City Light and Power Company, Winnipeg, backed up their window display with the following ad:

"Heat on the Dot and Right on the Spot. This electric heater is as ornamental as a portable lamp, can be carried about from room to room, attached to any outlet or light socket, focused to any angle. This Electric Heater is so useful, so cheery, contributes so much comfort, that no home or office can afford to be without one. Large Stock of Electric Heaters of various patterns and makes now on sale."

There was an illustration of an electric heater at the top of the copy.

Montreal Light, Heat and Power Co., Montreal, decorated their summer displays of electrical household appliances with seasonable surroundings. The narrow panels at the rear were covered with wallpaper of a climbing clematis design. A single sign at the rear suggested appropriate uses for the different articles exhibited down in front.

"Very useful for Holiday Traveling. Can be attached to any electric light socket."

Reposing on the floor in the middle over a rug of a floral design were electric irons, vibrators, grills, curling irons and toasters. Billows of navy blue satin covered the floor across the front, with a number of curling irons laid on the same.

A DIRECT MAIL CAMPAIGN

The Brooklyn Edison Shops pay particular attention to direct mail advertising. Every month an attractive folder is mailed out to their customers. A timely electric special is featured at an attractive price. Last November, for instance, a drive was made on electric heaters. Cute human interest illustrations, the same as are used by the national advertisers in their copy, were employed for the occasion and served to make the test matter doubly attractive and convincing. As to the copy itself, it was couched in a convincing vein:

"A Radiant Electric Heater Edison November Special. Little Brother to the Furnace—the Heater that Chases Chill. You will welcome one these cold days because:

1. It pours heat into the corner of any room at the turn of a switch. It can be attached to any electric light socket.
2. Gives clean heat that penetrates to the coldest corners and protects health.
3. Portable—easily carried from room to room.
4. Safest where there are children—heat cannot exceed a certain degree. Cannot burn or scorch.
5. Pleasing appearance—big copper bowl, glowing cheerfully, guarded by neat wire frame, harmonizes with furnishings of any room.
6. Economical—costs no more to operate than an electric iron or toaster.
7. During November—you can obtain a Radiant Heater for $9.90—regular price $11.50, $4.90 down—$5 in 30 days.

SEVEN LITTLE SERVANTS OF THE HOME

These seven Little Electric Servants will work for a family of five for 55 cents a week.

Electric Iron—Four hours use weekly	15c a week
Electric Toaster—Fifteen minutes every day	7c a week
Electric Dish Washer—Forty-five minutes every day	8c a week
Electric Vacuum Cleaner—Twenty minutes every day	3c a week
Electric Percolator—Fifteen minutes every day	5c a week
Electric Washing Machine—Average family washing	3c a week
Electric Fan—Four hours every day	14c a week
TOTAL	55c a week

Save the surface Section



Make 1922 the Greatest Paint and Varnish year
as the first step toward doubling the industry by 1926

READERS of HARDWARE AND ACCESSORIES will remember that earlier in the year the "Save the Surface" Committee offered prizes for the best window displays and newspaper advertisements which had for their theme the idea of surface protection through the use of paint and varnish. G. D. Davis, Manager *Hardware & Metal*, acted as judge of these contests and announces the winners as follows:

WINDOW DISPLAY CONTEST

1st prize, $50., to Falconer's Limited, Winnipeg, Man.

2nd prize, $40., to Smellie Bros., Limited, Russell, Man.

3rd prize, $25., to Wm. H. Lake, Queen St. W., Toronto, Ont.

AD. WRITING CONTEST

1st prize $50., to Mills Hardware Co., Limited, Hamilton, Ont.

2nd prize, $40., to The Paint & Arts Supply, 125 East Ave. W., Calgary, Alta.

3rd prize, $25, to Smellie Bros., Limited, Russell, Man.

HARDWARE AND ACCESSORIES takes this opportunity to congratulate the winners and is reproducing some of the winning exhibits in this issue.

The window display contest proved the most popular, a



FIRST PRIZE IN THE "SAVE THE SURFACE" WINDOW DISPLAY WON

large number of entries being received; in fact over twice as many as entered for the ad. writing contest.

All of these window displays were splendid advertisements for paint and varnish products and must have proved very beneficial in promoting their sale. Those dealers to whom it has been repeatedly suggested that they tie up with the "Save the Surface" Campaign and who have done so are undoubtedly reaping the benefit. From all sides we are hearing of people who are using paint and varnish for dollar and cent investment in their property as well as for appearance.

This fall the Committee are running a big campaign pointing out the advantages of fall painting. Merchants who couple up their activities with the fall campaign and go out after this fall painting business should have little difficulty in showing increasing sales.

After all, the "Save the Surface" Campaign is to help dealers sell paint and varnish. The results to the individual dealer who ties up are definite, therefore the aim should be to make the fullest use of the "Save the Surface" advertising, and this can be done by window displays, the featuring of the "Save the Surface" slogan in the store and window, on letters and stationery and in local newspaper advertising.

The value of the "Save the Surface" Campaign is proved beyond question of doubt. Stores that formerly carried paint and varnish as a side line are now giving it a major position, with preferred space in their store layouts. They are finding that paint is profitable and by co-operation with the fall painting campaign they will further learn that it can be made a year round seller.

THE FIRST PRIZE WINNER

Falconers, Limited, Winnipeg, who won first prize of $50 in the "Save the Surface" Window Competition, used a window 20 feet long and had a painted background depicting the approach of an angry storm, in order to attract attention. Their store is located in a section of Winnipeg populated by foreign citizens, many of whom do not understand English sufficiently to read painted signs.

In the foreground was a well painted home and garage, in a neat lawn, well fenced, with buildings and fence protected by paint. On the opposite side was a house with garage and fence in ill repair and unpainted.

The window hooked up with the "Save the Surface" campaign as well as with the Nationally advertised line of paints they handle, by means of display signs.



BY C. C. FALCONER OF FALCONERS, LTD., WINNIPEG, MANITOBA.



SECOND PRIZE IN THE "SAVE THE SURFACE" WINDOW DISPLAY

"SAVE THE SURFACE" $1000 PRIZE CONTEST

$1,000 in prizes is being offered by the United States Save the Surface Campaign Committee for the best stories and pictures of notable American landmarks. There is hardly a community in America but has its buildings or landmarks which have been handed down by previous generations. For example, the United States has the National Capitol, Washington's Home at Mt. Vernon, Independence Hall; while Canada has the Parliament Buildings, Ottawa, the Citadel, Quebec; Brock's Monument, Notre Dame Cathedral, etc. Every town or village has its buildings or landmarks that have been left by those who, through care in building and thrift in painting, have preserved for their children and their children's children that which was dear to them. It may be a country church or an early settler's home; the building in which some industry, now large, had its beginning; or the house in which some famous person lived.

Whether a treasured building of merely local fame or an historic structure that has become a national shrine, it has a valued place in this contest.

For the best stories and pictures of such landmarks or shrines, $1000 in prizes are offered, as follows:

1st Prize....	$250	4 Prizes of....	$25 each
2nd Prize....	100	30 Prizes of....	10 each
3rd Prize....	50	40 Prizes of....	5 each

In case of ties the full amount of the prize will be given to each tying contestant.

Stories without pictures will be accepted as eligible for any prize, but where two stories are equally good, preference will be given to the one accompanied by a picture. The picture may be in the form of a photograph, postcard, painting, pen or pencil sketch. Those submitting stories and pictures do so with the understanding that these shall become the property of the Save the Surface Campaign, and that the names of persons submitting them may be used with the story and picture for publication or other use as may be determined by the Save the Surface Campaign. The judges of the contest are Professor Herbert W. Hess, head of the Merchandising Department, J. Russell Doubman and Franklin R. Cawl, Assistant Professors of Advertising at the Wharton School of Finance and Commerce, University of Pennsylvania, Philadelphia, in co-operation with their advertising classes. The decision of the judges will be final. The names of the prize winners will be announced in the *Saturday Evening Post* of June 16, 1923.

Read carefully the conditions of the contest:

1. Write an absolutely true story, in English, on one side of the paper only, not exceeding 200 words, of some particular building or landmark or shrine in the United States or Canada that has been preserved for posterity by paint and varnish—or ruined by lack of paint and varnish.

2. Preference will be given to stories accompanied by pictures as described by the stories.

3. Name and address must be plainly written at the top of the story and on the back of each picture submitted. More than one picture may be submitted with a story, and any number of stories may be submitted by the same author.

4. Stories and pictures will not be returned nor acknowledged, except through the announcement of the winners in an advertisement to appear in the *Saturday Evening Post* of June 16, 1923.

5. The contest closes February 1, 1923. No stories will be considered as eligible unless they are received on or prior to that date.

6. Mail stories and pictures in one package to Prize Committee, Save the Surface Campaign, Box 50, The Bourse, Philadelphia Pa.

The announcement of this contest to the public will be made in a full page advertisement in the *Saturday Evening Post* October 28th.



COMPETITION WON BY L. V. SMITH OF SMELLIE BROS., RUSSELL, MANITOBA.

THIRD PRIZE WINDOW TRIM

W. H. Lake, 608 Queen Street West, Toronto, won third prize in the competition, the display being arranged by M. H. Schaefer. For a small window exceptional use was made of the space available, a small cottage being built of wood from packing cases. This was enclosed with a neat fence and artistically painted, the sign "Mr. Smith painted" driving home the "Save the Surface" idea in contrast with the unkempt appearance of a tumble-down and unpainted barn and fence bearing the legend: "Mr. Jones did not paint."

The appeal to the property owner made by Mr. Lake is one which anay hardware dealer with a small window can emulate to advantage.



Third Prize in the "Save the Surface" contest—won by W. H. Lake, Toronto.

WINNER OF SECOND PRIZE

Another Manitoba hardware firm, Smellie Bros., Ltd., Russell, won honor by capturing the second prize of $40 in the window competition as well as third prize in the advertising contest.

The window display was arranged by L. W. Smith, whose idea was to feature a contrast between a home attractively painted and one left to the mercy of the weather by being unpainted. The contrast between the bungalow verandah on the right and the uncared for shack on the left was very effective. In the centre background a large circular color scheme of blue, yellow, red and green was used with small models of painted buildings in the foreground. A revolving motor was also used to operate a moving series of colored ribbons.

The display was instrumental in making the sale of paint for many exterior and interior jobs.

"SAVE THE SURFACE" AD CAMPAIGN

In the contest amongst Canadian dealers for the best paint advertisements featuring "Save the Surface" arguments the rst prize of $50 was awarded to the Mills Hardware Company, Hamilton. Their ad, reproduced herewith is attractive, argumentative and convincing, showing the value of paint insurance and detailing twenty surfaces around the average home whch requires to be saved by the use of paint.

Second prize of $40 went to the Paint & Arts Supply, Calgary, whose argument showing how nature provides bark to protect trees, and pointing out that man-made buildings also require protection, is backed up with good selling suggestions.

Third prize of $25, won by Smellie Bros., Ltd., Russell, Man., goes back to Noah and the flood for a convincing "Save the Surface" argument.



1st Prize Ad.—won by Mills Hardware Co., Ltd., Hamilton, Ont.



Second Prize Ad.—won by The Paint & Art Supply Co., 125 Eighth Ave., Calgary, Alta.



3rd Prize Ad.—won by Smellie Bros. Ltd., Russell, Man.

At Your Service—

WITH A COMPLETE

CANADIAN WESTERN SERVICE

WINNIPEG Man. | REGINA Sask. | CALGARY Alta. | EDMONTON Alta.

Western Made For Western Trade

Corrugated Iron—Galvanized or Painted

METAL SHINGLES
EAVESTROUGH
METAL SIDINGS
CONDUCTOR PIPE
ETC. ETC.
METAL CEILINGS
CONDUCTOR PIPE ELBOWS

MAX

Portable Corrugated Graneries, Oil Tanks, Oil Barrels, Range Boilers, Stock Watering Troughs

Galvanized Sheets, Black Sheets, Canada Plate, Tin Plate, Plain Copper, Tinned Copper, Zinc, Solder at all points.

A Full Assortment in all Gauges and Sizes

Fall and Winter Business Winners

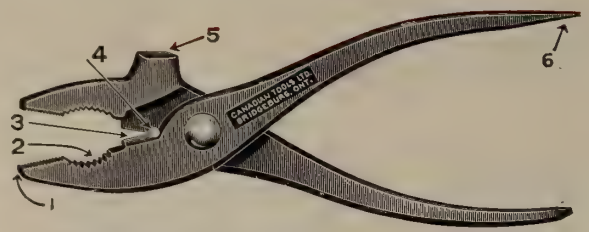
Stock Troughs
Stock Trough Heaters
Oil Containers

WILL MAKE PROFITS FOR YOU

Western Steel Products Limited

SEND YOUR ORDERS TO THE NEAREST ADDRESS
FOR QUICK SERVICE

Four Popular "Canadian" Tools



THE SUPREME CANADIAN PLIER

7-in Combination Hammer and Shear. Combines six distinct tools in one: Nippers or pincers; pipe pliers; tin snips or shears; wire cutter; hammer head and screw driver.



AUTO SKID CHAIN REPAIR TOOL

Drop forged throughout. Black rust proof finish. Weighs one pound. Most efficient tool of its kind on the market.



ADJUSTABLE ANGLE WRENCHES

Solid, strong, efficient, and durable. Made of best materials. Correctly designed. Four sizes. Wrench is polished except web of handle.



THE SHUR-KUT CANADIAN PLIER

6-in. Combination thin nose. Cuts anything from a pin to a good sized nail. Correctly designed and expert workmanship. Supplied in two finishes—nickle and black.

Ask your Jobber for "Canadian" Tools

Canadian Tools, Limited

Bridgeburg - Ontario

Special Announcement

The Manufacturer

will Re-Aluminize Free of Charge all of

The Famous

McCulloch Tube Skates

forwarded to the Winnipeg office carriage prepaid.



RACER

Sizes range from 8½ to 12

Hockey 1-8" or 3-32" blades

Pleasure 1-16" or 3-32" blades

Racer 1-16" or 3-32" blades

By exhaustive tests we find that our aluminizing process is superior to other finishes on the market to-day, the nickle plated skates having a tendency to peel and rust.

Write for new Price List

The McCulloch Skate Mfrs.

Winnipeg, Man.

Sitting on the Top of the World

Just about expresses the position of

BURGESS "B"

WIRELESS BATTERIES

Absolutely Noiseless—Weak and distant audio frequency signals can be received with Multistage Amplifiers and Burgess "B" Batteries because Burgess "B" Batteries DO NOT DROWN OUT signals. Burgess "B" Batteries assure clear receiving. They will increase the efficiency of any receiving set and are cheaper in hours of service.



Burgess "B" Batteries Are NOT an Assembly of Flashlight Cells —

Burgess "B," the Radio Battery, has been manufactured for wireless use since the infancy of radio. Burgess "B" Batteries *never have been, nor are they now, merely assemblies of flashlight cells.*

Burgess "B" Batteries were designed by radio experts for exclusive radio use, and these radio features are *fully patented.* You will find this special radio construction in Burgess "B" Batteries only.

BURGESS BATTERIES

BURGESS UNIPLEX BATTERIES



are assembled in a waterproof container of felt and asphaltum that absolutely prevents short circuiting from moisture.

Large insulated nuts make use of pliers unnecessary. Connections and terminals are so carefully insulated that it is impossible to have accidental short circuit.

BURGESS NO. 6 DRY CELLS

Over fifty different features, patented for our exclusive use, combine to ensure supremacy for the Burgess line of batteries and accessories.

Burgess Flashlight Batteries, sold in unsealed cartons, are typical "BURGESS" leaders; they have strong brass terminals, heavy seamless zinc containers, and are uniform in size and quality.



ROUND CARTON

BURGESS BATTERIES, LIMITED

HEAD OFFICE AND WORKS:
WINNIPEG, MAN.

SALES OFFICES:
8 Colborne St., TORONTO
285 Beaver Hall Hill, MONTREAL

In the United States
BURGESS BATTERY COMPANY
CHICAGO MADISON, WIS. NEW YORK BOSTON ST. PAUL KANSAS, CITY

To Help you Reduce your Fire Insurance overhead is the Purpose of

The Wedge That Splits Your Premium Dollar In Half



FIRE INSURANCE

Several thousand hardware and implement dealers of Canada now hold our policies. 50 per cent dividend is being earned and paid as the policies expire. This is the 15th consecutive year our hardware companies have paid a 50 per cent dividend on board rates. Why not place your line with us now?

SAFETY
Surplus over $2'000,000

SAVING
50%

SERVICE
An efficient field force

Write

THE CANADIAN HARDWARE AND IMPLEMENT UNDERWRITERS

C. L. CLARK, Manager

802 Confederation Life Building, Winnipeg

Alberta	Manitoba	Ontario	Quebec	Saskatchewan
C. W. ATHEY, 504 MacLean B., Calgary	I. E. FAIRCHILD 802 Conf. Life Bl., Winnipeg	F. A. MARTIN P.O. Box 137 Colborne	ALFRED BRUNELLE 1046 Van Horn Ave., Montreal	A. E. ATHEY 2329 Montreal St., Regina

BRIGHT OUTLOOK IN WESTERN CANADA

By John Sweeting, Industrial Agent, C.P.R., Winnipeg.

THE promise of the Western grain crop is being fulfilled, and with it the increase of trading during recent weeks is fast becoming of notable volume. There are still some "kinks" to be straightened, but the outlook is definitely brighter—better and more stable.

In British Columbia mining continues to show good prospects, lumber manufacturers are talking of better business and reports appear to bear this out. The fruit crop is a very fair one, and, economically handled, will show nice returns to the growers. The fruit growers' organizations are co-operating closely with that end in view. There are some important industrial developments on the coast and at interior points. Fall and winter business should be satisfactory.

In Alberta a fine crop is being harvested, better in the southern areas than those of the more central and northern, but a good crop. Business conditions have been consistently showing improvement. Prospects for fall and winter trade are good with some new developments.

In Saskatchewan the crop is generally a good one; some areas have been affected, but the total crop will be satisfactory. A fair amount of building has taken place; some extensions of existing plants are promised, and a considerable improvement all round can be looked for.

In Manitoba the crop is good throughout the province. There is much improvement in business and some increased activity in construction work. Prospects for fall and winter trading are excellent.

At Fort William and Port Arthur conditions have been steadily improving throughout the summer. The building program has been etxensive, with promise of additional plants.

There is a feeling of satisfaction manifesting itself throughout the West owing to much better prospects. Construction contracts awarded during the first seven months of this year amounted to $26,667,400, which included all classes of work, with actual factories, public buildings and residences amounting to $19,829,300. There are undoubtedly sounder prospects ahead for development with an absence of speculative methods, showing a return to normal business conditions with possibilities of great increase in trade and development.

Lack of confidence in Western Canada hardly appears to be justified in view of the known wealth of its natural resources, its large uncultivated areas of arable lands, its immense northern country only sparsely explored, and its recognized fuel, power, timber and mineral assets. Colonization by people and capital will soon turn dormant wealth into actively progressive prosperity. The time appears to be at hand when the first stage of this new development should take place.

CHAIN OF THREE STORES

A. Kellogh, who recently opened another hardware store at 920 Grosvenor St., Winnipeg, has made remarkable progress in the retailing of hardware in Winnipeg. Just ten years ago in 1912, Mr. Kellogh opened his first store, shown in the accompanying picture, on Osborne St., and now has three hardware stores, all in the Fort Rouge section.

Fort Rouge is the fashionable residential district of Winnipeg and the three stores are located in the three best business streets, Osborne, Corydon and Grosvenor.

Service is a basic principle in the Kellogh idea of merchandising and it is to the service given to customers and the progressive salesmanship methods used by his staff of clerks, that Mr. Kellogh attributes his success. Speaking of trade publications to the representative of HARDWARE and ACCESSORIES, Mr. Kellogh stated that he encouraged his salesmen to read the trade paper for selling ideas and his idea was that a good monthly paper featuring merchandising plans was of most value and was read more by salesmen than market publications.

A large percentage of the business done in the Kellogh stores comes over the telephone and Mr. Kellogh maintains what he calls an "At once" delivery service. He advertises quite frequently in the daily papers and from time to time distributes dodgers from house to house.

The Kellogh stores combines plumbing, heating and tinsmithing as well as selling electrical goods with the hardware lines, the idea being to make the stores real house equipment supply houses. All three stores also feature Brandram-Henderson paints as their leader in the paint department.

The merchant who has resourcefulness and uses it has no fear of competition.



Attractive interior of A. Kellogh's store on Osborne street, Winnipeg.

Link Up With "Save The Surface" Campaign

Campaign is Directed to Great Mass of Customers; to Make it Valuable to you Concentrate Your Efforts Upon Your Particular Group of Customers and Prospects.

THIS business of advertising is nothing more than letting people know you have the right goods at right prices, and that you are capable of serving them in the right way at the time they are ready to buy.

In other words, it is just plain selling, but just as there are all varieties of salesmanship, so there are all varieties of advertising.

The problem of the dealer is to so adapt and prepare his advertising that it will sell the largest possible percentage of readers in his community.

The advertising of the Save the Surface Campaign is mass selling of the necessity for paint and varnish for property protection. The general advertising of the manufacturer whose goods you sell is mass selling. He is endeavoring to sell all the people within reach of his advertising his particular product in competition with similar products.

The advertising of the Save the Surface Campaign is endeavoring to sell all the people on the necessity of using paint and varnish, in competition with the general tendency of property owners to neglect their property by not painting when they should.

The manufacturer has tangible competition. The Save the Surface Campaign has intangible competition.

Dealers, instead of doing mass selling are doing group selling. Instead of advertising to the mass they are advertising to a group taken from this same mass that is being advertised to by the "Save the Surface" campaign and the individual manufacturer, and the job of every dealer, your job, if you please, is to sell every member of your group it is possible to sell.

D. T. Eastman, in the *American Paint and Oil Dealer*, argues that one of the most effective styles or types of advertising that can be adopted by paint dealers to sell their group is being overlooked by many of them, and that is —local interest or news copy, properly illustrated.

This applies particularly to dealers located in the average town or community where there is both urban and rural trade, and where many of the larger sales are made to property owners or for use on property that is known to a large majority of the inhabitants in the community.

An example is used of a dealer selling the paints for a fine, new home. It was brought out that while to secure the business called for some real selling on the part of the dealer, all parties concerned were highly pleased with results.

The architect was pleased with the commission to design such a place and the painting contractor was pleased to secure the contract because it enabled him to demonstrate his ability as a good mechanic.

The dealer who supplied the material for this work was in better position to cash in on the good will created than any other factor, principally for these reasons:

Architects as a class for ethical reasons, do not use display advertising.

Painting contractors, generally speaking, do not use display advertising, although they should.

Paint dealers are consistent users of advertising space in their local papers, because they are able to reach the greatest possible number of paint buyers in their group or community with least effort and minimum cost.

This is the way the dealer made the most of his opportunity:

Taking his camera he went out to Mr. Jones' house on a bright, sunshiny day and snapped a number of pictures of the finished residence. After they were developed, he picked out the one that printed the sharpest and had a half-tone made suitable for newspaper printing, and produced the advertisement shown in the adjoining column, running it in his local paper.

Realizing this was worth more publicity than he could get through the newspaper alone, he had reprints of the advertisement made and mailed them to every property owner on his mailing list.

Can't you just imagine the mental effect this would have on every property owner who was thinking of painting his home. Here was Jones' house, one of the finest in town, in a prominent part of the community where everybody would see it, finished with paints and varnishes sold by our friend the dealer.

Group selling by illustration. Probably 50% of the members of this dealer's group had seen the house built, and they had seen the painters working around with their ladders and scaffolds, but had given no thought to where the material came from.

Picture in your mind's eye the effect such an advertisement would have on you, if you were in the position of the readers of your advertising.

Group selling—group advertising. Every dealer is trying to reach, for his particular gain, a small segment of the mass that is being advertised to by the Save the Surface Campaign and the different manufacturers whose goods he handles.

There are many ways in which it can be done effectively, and no set rules can be laid down as to how it shall be done.

PROPER LIGHTING IS ESSENTIAL IN WINDOWS

Beyond question, an effective window display makes sales. An effectively lighted window display makes sales at night.

A well-lighted window will draw a crowd which will increase the number of the next day's sales. The principles of good lighting are:

1. Conceal the lights. Even electric lights are no longer a novelty and people will not look at merchandise displayed under a light that makes them blink.

2. Keep the bulbs, lamps and reflectors clean. A film of dust on an electric bulb, though hardly noticeable, will cut the light of the bulb down 20 per cent.

3. Arrange the window lighting so that the illumination is on the merchandise. Reflectors are great helps.

4. Use effective backgrounds and arrange the merchandise to produce the results you want.

A white background causes colored objects to stand out by contrast, a gray background makes a good neutral tint.

A glass-backed window that allows a view of the interior of the store distracts the attention of the passerby from the merchandise.

It is not enough to have an attractively lighted window, it must be different from the windows of the stores in the vicinity.

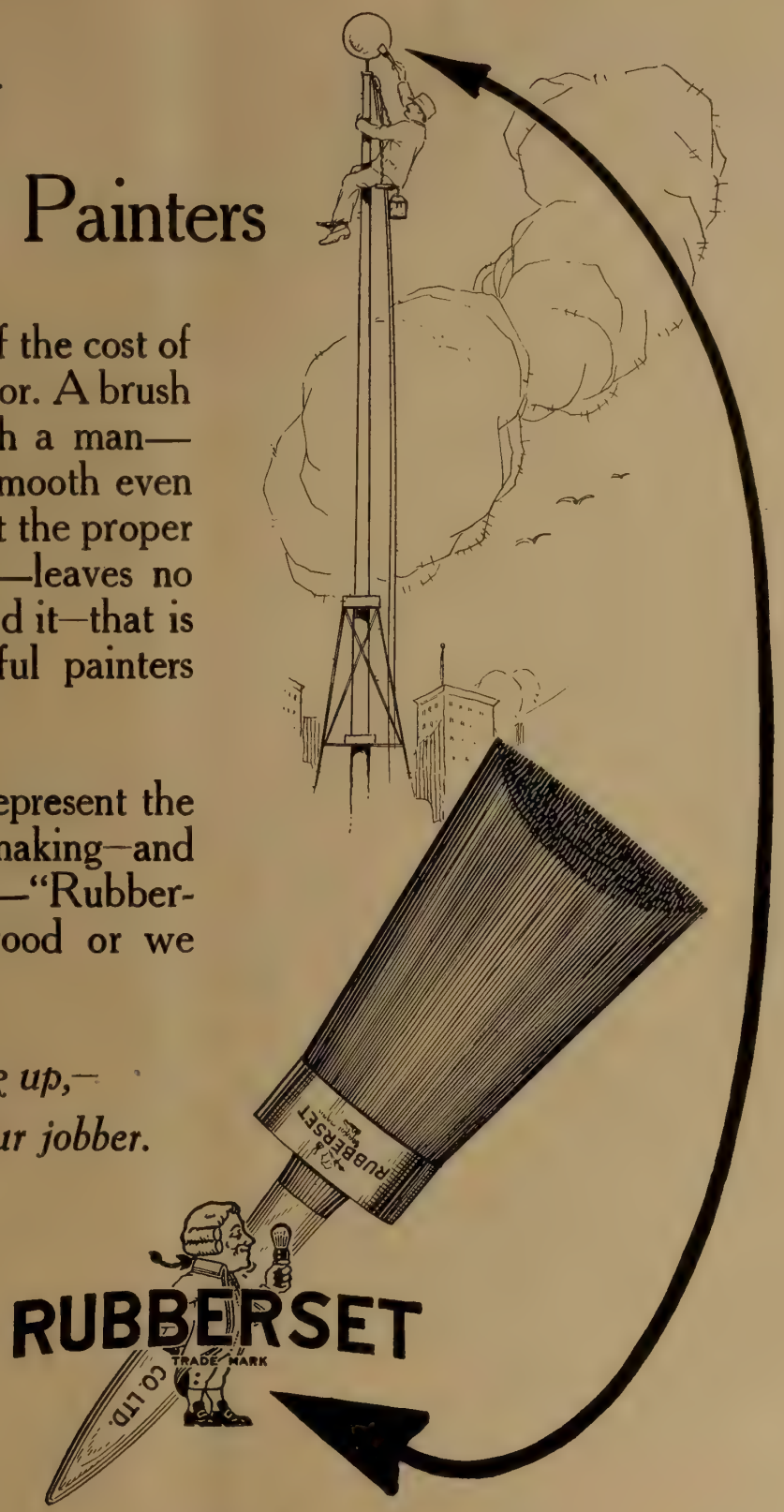
As soon as someone else on the block adopts your window devices it is time to get something new.

Specified by Experienced Painters

A LARGE part of the cost of "painting" is labor. A brush that co-operates with a man—that spreads paint in smooth even swathes—that has just the proper life and action to it—leaves no hairs or streaks behind it—that is the brush that careful painters like—and **buy.**

Rubberset brushes represent the highest art of brush-making—and are fully guaranteed—"Rubberset Brushes make good or we will".

Keep your stock up,—
Order through your jobber.



THE RUBBERSET COMPANY LIMITED

Factories: TORONTO & GRAVENHURST, ONT.

The Radio In The Smaller Towns

Not being Taken Up by the Dealers as Extensively as in the Cities.

Despite the fact that there is a demand for it, few dealers in the smaller Ontario towns are carrying radio equipment. The call for this commodity may not be as great in a town as in a city where there are broadcasting stations, but there is enough of this business in every town to give at least one hardwareman in each town, sufficient reason to carry radio supplies as a regular section of his stock.

In Barrie, although it has become quite popular, no dealer is carrying it. The G.W.V.A. and one or two other organizations have installed sets and it has come under the notice of a large number of people. The business of these organizations went to some firm in one of the cities as well as the business of the people who have become interested in it through the concerts at the Clubs.

Club organizations are sure to be interested in radio. The radio serves in the stead of local talent at banquets etc. They can offer music or songs by some well known artists in the city which will prove a bigger drawing card than would a local musician. These organizations are really the best advertisements a dealer carrying radio, could have. It would almost be worth his while to install one free. Every member becomes a radio enthusiast and that brings him good business with good profits.

Boy Scouts, Tuxis Squares and other boys' organizations are all prospective customers for radio. If the dealer has a clerk who is interested in radio, he can do no better than let him handle it fully. A means of getting business from these smaller clubs would be for the clerk or manager to study up on radio and offer to give instruction on the way to construct, assemble and operate a set. The interest of every boy in the town could be captured this way.

A small community boys' club in Toronto, had been dwindling down until the membership was almost nil, when radio became popular, the leader bought a set and got an instructor. In one or two meetings the membership increased from a half dozen or thereabouts to a radio class of sixty. That just goes to show the interest it is possible to create. Every one of those boys, is saving up his pennies, buying parts from time to time and building his own outfits.

The town dealers can create business in this way as much as the Toronto dealers are doing, without the great competition. The dealer in the town who builds up the business is the one who is going to skim the profits. The city dealers have to compete with music stores, electrical stores and almost every other kind of store, carrying radio. They are doing it successfully, too.

A method that has been used by radio dealers to attract customers has been to equip their stores with a radio equipment. This means has been found to be one of the best sales promoters. Chas. A. Branston & Co. 355 Yonge Street, Toronto, who cary a complete line of radio supplies have even a better plan than this. Due to lack of space in their store they have fitted up an equipment with the horn magnavox protruding out over the street. By this means they can entertain quite a large number of people who congregate on the street outside of the store, in the evening when the broadcasted messages come through. A good window display furthers the interest of the crowd and it undoubtedly fosters the sale of radio equipment

SPORTING GOODS IN THE FALL

Just as there is a ready market for sporting goods all the year around, the Fall of the year holds more opportunities for the sale of this euipment than any other part of the year. There is a demand for rugby and soccer outfits, basketball equipment and indoor baseball requisites, but the greatest demand is for hunting goods.

The average huntsman commences to get his supplies early in the season, so that the hardwareman should take advantage of this opportunity early. Although the deer hunting seasons does not open until November, it is wise to commence to push the sales of guns, ammunition and camping supplies quite early.

In Toronto, Rice Lewis & Sons maintain a sporting goods window all the year around, only changing the displays as the season demands. This has resulted in the building up of a big sporting goods department.

Window displays form the best means of drawing custom. A life-like scene, using brush, a wax figure of a man dressed in hunting togs and holding a rifle, will attract the eye of the hunter. Stuffed game, also, is most effective in a window.

An old scheme to attract trade that is still an effective means and which is still used to some extent. This contest may take the form of offering a prize of a gun or rifle for the biggest deer or moose head, providing that the hunter secures his supplies from their store. This will tend to promote interest in the store. The expense of the prize will be more than covered by the profits from the increased sales.

In towns that are closer to the hunting sections, a dealer cannot do better than joining the hunting club, if there is one, or be instrumental in arranging one. It is mingling business with pleasure to some extent. If the dealer or clerk does have an interest in the local club, the sports will make his store their headquarters. In addition to whatever scheme may be adopted, daily newspaper advertising is always effective.

The Creed of the

Save the Surface Salesman

"Save the surface and you save all" Paint & Varnish

I believe in the goods I am selling, in the firm I am working for, and my ability to get results.

I believe that honest goods can be sold to honest men by honest methods.

I believe in working, not waiting; in laughing, not weeping; in boosting, not knocking, and in the pleasure of selling goods.

I believe that a man gets what he goes after; that one order today is worth two orders tomorrow, and that no man is down and out until he has lost faith in himself.

I believe in today and the work I am doing, in tomorrow and the work I hope to do, and in the sure reward the future holds.

I believe in courtesy, in kindness, in generosity, in good cheer, in friendship and in honest competition.

I believe there is an order somewhere for every man with the courage to go and get it.

I believe I have that courage—right now.



Registered Floglaze

Home and Farm

FALL PAINTING

—Is Your Opportunity—

"Save the surface and you save all" Paint & Varnish

This season offers the best opportunity for selling Floglaze Home and Farm, Floglaze Exterior, and other Floglaze Finishes.
The many reasons why the Fall is the best time for applying paint are beyond argument.

The foremost of these is the fact that surfaces are drier, more ready to take paint than at any other season of the year, all moisture having been driven out by Summer's heat.

Just as the Fall season is the best time to apply paint, just so is Floglaze the finish that endures, the best material for producing maximum protection at minimum cost.

The Seven

Floglaze

lines are

- Exterior Finishes
- Home and Farm Finishes
- Art Shades
- Velvet Finishes
- Porch and Veranda Floors
- Lac Shades
- Auto Finishes

Floglaze M L FINISHES THAT ENDURE QUALITY

Our dealer's booklet "A Guide to Larger Profits" describes Floglaze for Exterior Surfaces fully. Write us for this book.

THE IMPERIAL VARNISH & COLOR CO. LIMITED

HEAD OFFICE **TORONTO** CANADA

MONTREAL WINNIPEG VANCOUVER

Eastern Distributors:
PAINT & VARNISH LIMITED
MONTREAL
243 Beaver Hall Hill

Sole Distributors for Manitoba, Saskatchewan and Alberta
MILLER-MORSE HARDWARE CO. LIMITED
"THE BIG WINNIPEG HOUSE"

Distributors for British Columbia
THE SHORE-WALLACE CO. LIMITED
155 PENDER STREET WEST,
VANCOUVER

HAMILTON STORE SELLS 195 STOVES

EVERY dealer has planned and tried in numerous ways to stimulate his own particular line of business. There are sales of every description, all with one end in view—to get the confidence of the public and get them to buy. Green's, of Hamilton, put on a stove sale last fall with exceptionally good results that can be repeated this year with the same satisfaction.

When the hot days began to get a little milder and the evenings found dad thinking of taking off the screens, Green's decided that right then was the time to start a grand boost on stoves.

The ad man got busy and it was decided to run a special club plan sale and feature a line of ranges and heaters made in Hamilton, together with a demonstration in the store window.

The store co-operated with the factory and got in a good supply of stoves, then started in. The first ad was six columns by 160 lines, artistically laid out with good cuts of all the stoves, and special terms standing out beneath each cut. There was a plain straightforward editorial telling of the convenience of the dignified club plan, and giving "six reasons why you should buy your stove now." Although the stove season hadn't really started, business began rolling in and the stove manager began to feel happy, but wondering how he was going to keep up with a lot of orders. In the first six days over sixty stoves were sold.

On the second week it was decided to have a cooking and baking demonstration in their window. A well-known expert chef was engaged, a combination range was set up in the window for demonstration use and a few other ranges were put in for display. Then a kitchen cabinet was put in for the chef's use, and two porcelain top tables, for displaying the tempting pastries as they came hot from the oven; and away we went on the second week.

A series of ads was run announcing that the chef would cook and bake tempting dainties and appetizing dishes right in the window and inviting people to come and see him, get his new recipes, and ask his advice about baking and the care of the stoves.

Around the window they crowded, looking longingly at the tempting display of pies, cookies, etc., and the big handsome chef would beckon them in and pick out a tasty little sample for them that would just touch their palate.

In they came, tasting the dainties and asking all manner of questions and hearing all about the range. Stove orders increased and the stove manager nearly got lost in the rush of orders. The extra pastry was sent to the Boys' Home every evening. An extra truck was put in use and the delivery men worked overtime.

The whole staff was selling stoves, and business rolled in so fast that Green's closed the month of October, 1921, with bigger stove department sales than any previous year. A total of 195 stoves were sold.

The store ran three ads a week, approximately 700 lines each, and also had a man out canvassing for orders. Personal letters were sent to all prospects as well.

WHEN THE ICE MELTS

The Perkins Electric Co., Montreal, had an effective showcard in the center of their electric fan window that suggested how the hot weather wilts things. The caption to the card: "Hot Weather" was in yellow script, with melting icicles clinging to each letter. Below this came the prices of the fans in different inches.

USES CONTEST TO PUSH STOVES

Some time ago a dealer in a western town celebrated the opening of his stove department by announcing a trade prize competition.

The idea was to call attention to his stove department, but the plan was so arranged that it incidentally advertised his entire store.

This dealer offered thirty-two prizes to be awarded to those who submitted a list of the greatest number of words made from the letters contained in the firm's business signature.

The first prize was a high grade gas range, and the other prizes ranged down to shears, thermos bottles, pearl handled knives, etc.

The terms of the contest were: Any or all of the letters might be used in forming a word, but a letter could not be used any oftener than it appeared in this firm's signature.

Neatness and accuracy were considered as well as the number of words.

No one under nine years could compete. Lists were written on one side of the paper only.

All lists were delivered in person to this company's stove department, no mailing of lists being allowed, and the firm, therefore, had an opportunity of showing many people through their store who had never before entered it.

The contest was a big success, not only advertising the new stove department, but also adding new customers to the regular list.

SOLD 136 "QUICK-LITES."

The Lander Hardware, Oshawa, are one of many hardware firms who have made a success of selling Coleman "Quick-Lite" lamps and lanterns, they having sold 85 lamps, 45 lanterns and six chandeliers in five months, most of these having been sold on trial and not a lamp or lantern returned.

V. R. Fell of Lander Hardware, speaking of this department of their business, said that during the first month or so sales were created by means of demonstrations and by allowing free trials. Following that period lamps were sold by laying stress on the fact that a number were in use and giving perfect satisfaction. Window displays, newspaper advertisements, demonstrations at fairs and keeping one or more lights constantly burning within the store were features in securing such a good volume of sales, one of the window demonstrations at the store being illustrated in the accompanying picture.

To overcome the prejudice that inexperienced people have regarding the use of gasoline lamps, Mr. Fell states that the demonstrations accompanied by explanations of parts of the unassembled lamps or lanterns were found very useful, the demonstrations being conducted in the darkest part of the store in order to make the brilliant light more impressive and by allowing the customers to handle the lamp and operate the valve, a feeling of confidence was obtained which was followed up with the offer of a three weeks trial usually resulted in a sale.

HARDWARE *and* ACCESSORIES YOU *can* SELL

New Goods and Selling Helps being Introduced to the Trade—Write to the Manufacturers for Additional Information and Mention This Paper.

STRATFORD TOOL BOXES

The Stratford Manufacturing Co., Stratford, Ont., are offering to hardwaremen for holiday trade a real gift of utility in the form of a boy's tool box, made at their Stratford factory and equipped with one or two sets of high quality tools, the box being supplied, when desired, without tools. The box is 24 x 10 inches in size with handles on each end and there should be a universal demand for them, particularly from boys attending manual training classes in the public and technical schools.

The Stratford Mfg. Co., have also begun the manufacture of black boards.

COLONIAL DESIGN PERCOLATER

The Aluminum Specialty Co., 61 John St., Toronto, are putting on the market for the holiday trade, a high



grade percolator to be sold at a moderate price. The percolator is made in Colonial design and has a firm rod fitted with a filter on the top.

NEW DOMESTIC GRINDER

The Luther Grinder Mfg. Co., of Milwaukee, Winsconsin, have recently announced a new four inch tool grinder (No. 34) for domestic use to the trade.

It has a one-piece case, patented scissor and knife sharpening attach-



ment, and is equipped with a 4 x ¾" Dimo-Grit tool wheel. It is smooth and easy running, and will last for years, being enameled blue, baked by special process and has an attractive red, gold and black label, made to retail at two dollars each.

BURGESS BATTERIES ASSORTMENTS

Burgess Batteries, Ltd., Winnipeg, are offering to customers, several special assortments which cost the dealer from $23 to about $45. In an announcement dated September 14, these assortments are described and figures are given to show how batteries are quick selling and profit producing. The General office and Canadian warehouse of Burgess Batteries, Ltd., is at Winnipeg, Man., with branch sales offices at 11 Colborne St., Toronto.

EXTENDING CANADA'S EXPORT TRADE

John Richardson, of Richardson & Bureau, manufacturers agents, Montreal, has returned from a trip to Europe during which he appointed sales representatives in Great Britain, Belgium, France and Switzerland for Asbestos Brake lining, for which they are sales agents.

Richardson & Bureau, have also been appointed selling agents for Canada (except British Columbia) by Henry Rogers Sons & Co., Wolverhampton, England, makers of the Union Jack brand of cutlery and hardware specialties.



MARKET NOTES

The Bissell Carpet Sweeper Co. are making their annual Christmas offer to the trade of a free sweeper with every dozen assorted sweepers ordered.

Roller skates prices have been withdrawn. Next season's prices will not be known before December 1.

At a meeting of the Canadian Paint, Oil and Varnish Association, held in Toronto, it was decided to accept paint orders for spring at present and April 1st dating.

WEATHER STRIP FOR DOOR AND WINDOW

The Swan Mfg. Co. of Winnipeg, Man., have put on the market a product for cold weather in ther Swan weather strip for doors. This strip, which is patented, is made of wood and felt, the wood being fir, nicely finished. The felt is manufactured specially for the purpose and is of lasting quality; it is green in color. Holes in the wood to prevent splitting, and nails are supplied with every set. The top ends of the side pieces are covered so as to make a neat joint. A set for a door is composed of two pieces seven feet long for the sides, and tow pieces three feet long for top and bottom. For shipping, the Swan strip is put up in bundles of ten sets weighing fifteen pounds.

As well as door sets the company makes the Swan window strip, a felt strip for storm windows. The felt is one-eighth inch thick, half inch wide, and is put up in bundles of 25 foot lengths. For shipping the strips are made up in parcels of a hundred bundles, each parcel weighing nine pounds.

Trade News From Coast To Coast

A Monthly Summary of News Among Dealers, Jobbers, Manufacturers and Allied Interests

ALBERTA

Calgary—The Economic Patent Kettle Co. has been incorporated with $30,000 capital to manufacture metal goods of all kinds.

Edmonton—W. H. Greer has succeeded the Stovel Hardware Co.

BRITISH COLUMBIA

Vancouver—A new sporting goods store has been opened by Shaw & McGill at the corner of Robson and Granville Streets.

Vancouver—Davidson, Wright & Alcock incorporated at $10,000 to conduct a plumbing supply business.

Vancouver—The Grill Sheet Metal Works has dissolved.

Vancouver—The Thos. Davidson Mfg. Co., Montreal, have opened a branch on Powell Street.

Victoria—The Canadian Metal Tie Co., Ltd., incorporated at $500,000.

MANITOBA

Winnipeg—James Shaw has been appointed Winnipeg manager of the Consolidated Plate Glass Co. of Canada, Ltd.

ONTARIO

Bridgeburg—The Twentieth Century Store is removing to larger premises.

Cobalt—Taylor Hardware Co. store burned.

Hamilton—F. Baxter has bought the Hamilton Hardware Co. from H. F. Prelipp.

Kitchener—John Fennell, pioneer hardware man, died recently.

London—The Smith-Stewart Co. are now Ontario representatives of the Riverbank Mfg. Co. of New Glasgow, N.S.

Oshawa—The Lander Hardware store at 20 Simcoe Street, has been taken over by Cleve Fox.

Toronto—Scarfe & Co., Ltd., Brantford, have opened a retail store at 109 Church Street, Toronto.

Toronto—The Toronto warehouse of the Consumers Cordage Co. is now located at 204-6 King St. West.

Toronto—P. Irons has commenced a hardware business at 336 Weston Road.

Toronto—J. L. Vokes & Sons, hardware, have moved to new premises at 106 York Street, from their former location at 68 King Street West.

Toronto—T. Barker has opened a hardware store at 1334 College St.

Toronto—C. S. Pheonix, of the Steel Company of Canada, has been transferred to the Sales Department, Toronto.

Toronto—H. Paulin has opened a hardware business at 802 College St. Mr. Paulin was formerly with Sanderson, Pearcy & Co.

Toronto—J. H. Nichol has succeeded R. H. Breeze, hardware, Danforth Ave.

Toronto—W. R. Earle has opened a hardware store at 731 Weston Road, corner of Scott St.

Weston—The Moffatt Company, Limited, are planning a large addition to their plant, to cost about $50,000.

Windsor—Lefeve & Wallace have succeeded the Ripley-Peck Hardware Co.

Owen Sound—The warehouse of the Keenan Wooden Ware Co., filled entirely with the company's product, was destroyed by fire with a loss of 350.-000.

Paisley—Fraser Bros. have sold their hardware stock to Mr. L. O. Charlesworth of Glencoe.

QUEBEC

Montreal—John Philip Seybold, director of Starke Seybold, Ltd., died recently from heart failure.

Montreal—Richardson & Bureau are now representing Henry Rogers & Co., Wolverhampton, England, manufacturers of cutlery, chains and ship chandlery.

Montreal—Vinet & Dufresne succeed L. V. De Grandpre, hardware.

Montreal—Adcock & Company are now Canadian representatives of the Iver Johnson Arm & Cycle Works, Fitchburg, Mass.

Montreal—Dubuc & Giroux, hardware, dissolved.

Montreal—Charles Mott, general manager of the Shell Co. of Canada, died recently.

Montreal—Jos. Major, hardware, fire loss.

Montreal—Armand Gravel has commenced business on Laurier Avenue West.

Montreal—Cohoon & Pugh, manufacturers' agents, dissolved. G. S. Cohoon continues.

Montreal—F. O. Ranger, 1236 Ontario Street, fire loss.

Montreal—J. A. Pelletier has severed his connection with Lamontagne, Limited, and is now sales manager of the Asbestenos Co., East Broughton, Que., for whom he will open an office and warehouse in Montreal.

SASKATCHEWAN

Regina—Peart Bros. have bought the retail business of the British American Paint Co. of Regina.

TORONTO HARDWARE CLUB

Toronto Hardware Club will resume its regular monthly meetings for the Fall and Winter months beginning on Monday, October 16, at 8 p.m., Room 15, Central Y.M.C.A., College St., near Yonge St. Every hardware merchant in Toronto and district should make it a point to attend the opening meeting as the organization can be made of very great value to the hardware trade in Toronto if each does his part.

ADCOCK'S NEW AGENCIES

Adcock & Co., 135 Coristine Bldg., Montreal, have been appointed Canadian sales agents for the Iver Johnson Arms & Cycle Works, Fitchburg, Mass., and the White Mop Wringer Co., Fultonville, N.Y., with Canadian factory at Paris, Ont. They also represent the Miller Lock Co., Philadelphia; North Bros., Philadelphia; the Enterprise Mfg. Co., Philadelphia; and the Clyde Cutlery Co., Clyde, Ohio.

WAKYTE QUALITY TOYS

S. H. Whyte Mfg. C., Ltd., Winnipeg, Man., have now on the market a number of children's vehicles under the name of "Wakyte Toys." These include such articles as buster cars, wheelbarrows, shoofly rockers, pony cars, carts, rocking horses and shoofly rollers. These goods are made in different sizes to suit the age of the growing child. The wheeled toys are made with wooden wheels or pressed steel disc wheels and rubber tires, and the colors used are canary yellow enamel on body with vermillion wheels. All the goods are shipped three in a crate.

CONNOR WASHING MACHINE CATALOGUE

J. H. Connor & Son, Ltd., Ottawa, have issued catalogue "G," a book of 60 pages, thoroughly illustrating and describing the various types of Connor washing machines, including the electric washers, belt driven washers, water pressure washers and hand washers in all types manufactured.

In addition, numerous designs of wringers and stands, step ladders, ironing tables, pastry boards, clothes horses, cedar chests and other woodenware are illustrated and described. The catalogue is very interesting and complete and will be found very useful by hardware merchants throughout Canada.

McCULLOUGH SKATES

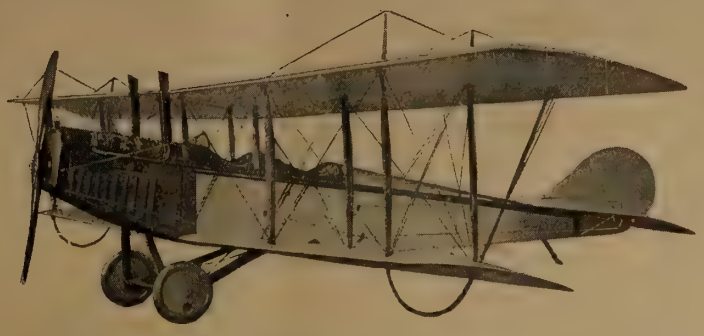
The McCullough Skate manufacturers, Winnipeg, Canada, have issued a new price list effective September 15, 1922, the list on their hockey, pleasure and racer skates in various sizes and styles being $7 per pair, less than a dealers discount of 40%.

They have just completed a series of exhaustive tests in the finishing of skates and announce their aluminizing process is superior to other finishes on the market which they have tried out, the tendency of nickle plated skates being to peel and rust. They are offering to re-aluminize, free of charge, all skates are forwarded to their Winnipeg office, carriage prepaid.

The McCullough skate was designed by J. R. McCullough, who in his racing days held the world's professional and amateur championships, they being said to be the first to make tube skates in Canada in the field of racing skates as well as amongst hockey players, the McCullough tube skate is one of the most popular being offered to the Canadian hardware trade.

The man who lacks initiative gets into a rut and cannot lift himself out of it.

Jack V. Elliot "SETS THE PACE"



RADIO SUPPLIES SOLD HERE
JVE
ASK FOR THIS LABEL

The Radio Aeroplane and its owner Jack V. Elliot pull off novel stunts over nearly every community in Ontario.

Live dealers throughout Canada are cashing in on this publicity given to "J.V.E." Radio Equipment, made and guaranteed by Canada's foremost Radio manufacturer.

Write today for special dealer proposition and discounts.

"DEMAND THIS BRAND"

The Jack V. Elliot Company, Ltd.

HAMILTON - - ONTARIO

MAKE THE MOST OUT OF THE RADIO BUSINESS — SELL J.V.E. PRODUCTS

Canadian Radio Electric Co.

Specialists in the manufacture of

RADIO SETS

We have been manufacturing Radio parts and sets for years in the best quality of material, by expert workmen.

Our Concertwave Receiver Type CR. Ten is the most up-to-date on the market. Guaranteed to give perfect satisfaction, and is easily operated by anyone.

If you want the best—write to us for our liberal proposition to dealers and jobbers.

Our money back guarantee stands behind every piece of apparatus we sell.

Write to-day for our latest Radio Apparatus bulletin.

Canadian Radio Electric Co.

Withrow Park near Logan Ave.
Toronto, Canada

PHONE: Gerrard 3027



The "Reliable" Variable Switch

is the solution to the wireless battery problem.

By pointing the regulating arm to the voltage required (as indicated on dial), the voltage is increased while the amperage current remains the same. With the "Reliable" Variable Switch the Negative and Positive leads may be kept stationary.

Ask to see the "Reliable" Variable Switch at your Radio Equipment Dealers—you'll decide then to own one.

Use "Reliable" Unit 9122 or 9222 for Peanut Valve Filament.

Manufactured only by

The Dominion Battery Co., Limited

Toronto - Montreal - Winnipeg - Calgary - Vancouver

HARDWARE MARKET SITUATION

From all parts of the country trade reports state better business being done at practically all points. Some of these reports are reflected in the increased prices being asked on many lines, an indication that demand has improved of late.

In paint lines there is a steadying tone noticeable, though two declines are noted in putty and in linseed oil. On the other hand, glass and turpentine have been increasing in price.

Taking the hardware markets as a whole, there are more advances noticeable than for many months.

The important price changes of the past month are:

INCREASES

Wood Screws—Higher through lowering of discounts by about 2 per cent. The new discounts are for bright screws, flat head, 80 and 5 off; oval and round, 77½ and 5. For brass screws, flat head, 75 and 5 off; oval and round, 72½ and 5. For bronze, flat head, 70 and 5, oval and round, 67½ and 5%.

House Rasps—Advanced. The discount on these tools now 70 per cent.

Axes—All axes are higher by from $1.50 to $2.50 a dozen.

Bench Axes—Higher. New net prices are for No. 2, $19.75 a dozen; No. 3, $22; No. 4, $24.

Horse Blankets—Higher by 10 per cent. on jute and 15 per cent. on duck blankets.

Nicholson Files—Increased quotation by changing discounts from 40 to 30 and 5 off.

Galvanized Wares—Higher by about 7 per cent., the discount on galvanized and painted sinks, galvanized pails and tubs being changed from 17½ to 10 per cent.

Spring Hinges—Revised prices are put out on doors, etc. Among these are single-action spring hinges, No. 201, at $35 per gross pairs; No. 202, $28.75; No. 200, $20. Double-action spring hinges are now at $62.50 per gross pair. Screen door sets are at $37.50 per gross for No. 1,200, and $45 for No. 1,201. No. 711 loose pin steel spring hinges are at $25.50 per gross pair.

Range Boilers—Advanced 10 per cent. Discounts now are at 45 for standard, and 35 for extra heavy, instead of 50 and 40.

Builders' Hardware—Up 10 per cent.

Mechanics' Tools—Higher by from five to ten per cent.

Padlocks—Advanced 10 per cent.

Stovepipe Wire—Up 25 cents a hundred pounds. No. 18 is now $8.75 and No. 19, $9.25.

Stove Bolts—Higher. Discount now at 65 and 5.

Sporting Goods—New 1923 season prices issued on A. J. Reach Co. goods, showing baseball mitts slightly higher and baseball bats slightly lower.

Valves—Advanced 10 per cent.

Window Glass—Advanced. The new discounts on imported glass are: Lots up to 25 cases, 15 per cent.; over that 20 per cent. is allowed. Domestic glass is at five per cent. off for small lots, and 10 per cent. on 25 or more cases.

Plumbers' Fittings—Advanced about 2 per cent.

Wrought Nipples—Up five per cent.

Wire Nails—Up 10 cents to $3.75 a keg, base.

Copper Rods—Advanced one cent a pound, with brass rods up two cents.

Skate Screws—Advanced to 48 cents a dozen cartons.

Hoes—Grub hoes are higher by 50 cents a dozen, the new prices being $7.75 for 3½ pound weights and $7.25 for lighter weights.

Picks—Advanced 50 cents a dozen

Tinware and Enamelware—Higher by 5 per cent.

Mattocks—Higher by 50 cents a dozen.

Crowbars—Higher by 50 cents. The new price is $8.50.

Turpentine—Advanced 30 cents a gallon to $2 a gallon, single barrels.

Eavetrough and Conductor Pipe—Both these lines have increased by cutting out the extra 10 per cent. discount.

Boilers and Radiators—Increase in prices.

DECREASES

Hack Saw Blades—Reduced about 10 per cent.

Aluminum Numerals—Slight reduction on this line of goods, $2.10 per hundred being now asked for three-inch size.

Portland Cement—Reduction of two cents a barrel for carload orders.

Linseed Oil—Declined 10 cents a gallon during month to $1.05 a gallon, barrel lots.

Putty—Down one cent a pound.

Rosin—Lower. Medium G now at $4 a barrel.

Wood Alcohol—Declined 25 cents a gallon.

Lawn Hose—Lower prices for next season by about 10 per cent. Half-inch hose is at $8.50 per hundred feet for 3-ply; $1.50 for 4-ply, and $10.75 for 5-ply; with corrugated at $12.50. An extra 5 per cent. is offered by manufacturers on all orders booked before the end of this year.

1923 LAWN MOWER PRICES

Guaranteed against any further decline until June 30 next, Canadian manufacturers of lawn mowers have issued new price lists covering their various makes.

Taylor-Forbes Mower List

The new price list on Taylor-Forbes lawn mowers are: Adanac, 10½ inch wheel, 4 knives, 17 inch, $26.40; 19 inch, $29; 21 inch, $31.50. Ontario, 7½ inch wheel, 7 knives, 12 inch, $24.45; 14 inch, $26; 16 inch, $26.50; 18 inch, $27.10; 20 inch, $28.75. Empress (ball bearing), 10½ inch wheel, 4 knives, 10 inch, $14; 12 inch, $14.70; 14 inch, $15.50; 16 inch, $16.20; 18 inch, $16.90. Empress, 5 knives, are 80 cents dearer than the 4 knife machines. Woodyatt, 4 knives, 10 inch, $11.25; 12 inch, $12; 14 inch, $12.75; 16 inch, $13.50; 18 inch, $14.25. Woodyatt, 5 knives are 80 cents dearer. Star, 3 knives, 12 inch, $9.70; 14 inch, $10.40; 16 inch, $11.10; with 4 knives 80 cents higher. Sovereign, 3 knives, 12 inch, $9.50; 14 inch, $10.20; 16 inch, $10.90; 18 inch, $11.60; with 4 knives 80 cents dearer and 5 knives, $1.60 higher. Daisy, 3 knives, 10 inch, $8.65; 12 inch, $9; 14 inch, $9.20. Daisy with 5 knives, 80 cents higher. Philadelphia, 4 knives, 12 inch, $12.50; 14 inch, $13.40; 16 inch, $14.20. Five knive Philadelphias are at $13.50, $14.30 and $15.15.

Dominion lawn edgers and trimmers are $9 each. Noxall grass catchers are: 10 and 12 inch, $1.25; 16, 17 and 18 inch, $1.50; 19, 20 and 21 inch, $2.50.

New Maxwell Prices

The Maxwell Co., St. Mary's, Ont., have issued new season's prices on lawn mowers as follows: List No. 68—Advance, 10½ inch wheels, ball bearing, five knives, 14 inch, $21; 16 inch, $22.50; 18 inch, $23.20; 20 inch, $24.15. Advance, four knives, 14 inch, $20; 16 inch, $21.10; 18 inch, $22.10; 20 inch, $23.05.

Advance, 9 inch wheels, ball bearing, five knives,, 14 inch, $19.55; 16 inch, $20.50; 18 inch, $21.45; 20 inch, $22.40. Advance, four knives, 14 inch, $18.50; 16 inch, $19.45; 18 inch, $20.40; 20 inch, $21.35.

Advance, plain bearing, 10½ inch machine, five knives, 12 inches, $16.45; 14 inch, $17.45; 16 inch, $18.45; 18 inch, $19.45; 20 inch, $20.35. Four blades, 12 inch, $15.35; 14 inch, $16.35; 16 inch, $17.35; 18 inch, $18.35; 20 inch, $19.35.

Advance, plain bearing, nine inch, five knives, 12 inch machine, $15.35; 14 inch, $16.30; 16 inch, $17.25; 18 inch, $18.20. Four blades, 12 inch, $11.80; 14 inch, $12.25; 16 inch, $12.75.

Discount on these prices are at 45 per cent. Shipments to be dated April 1, 1923.

James Smart Price List

The new net list on this make of machine is as follows: Whippet, three blades, 12 inch, $6.50; 14 inch, $6.75; 16 inch, $17. Thousand Island, four blades, 12 inch, $7.90; 14 inch, $8.40; 16 inch, $8.95; 18 inch, $9.45. Thousand Islands, five blades, 8 inch, $8.10; 10 inch, $8.35; 12 inch, $8.60; 14 inch, $9.20; 16 inch, $9.85; 18 inch, $10.35. Red Wing, four blades, 12 inch, $8.45; 14 inch, $9; 16 inch, $9.55; 18 inch, $10.15; 20 inch $10.70. Red Wing, five blades, 12 inch, $9; 14 inch, $9.60; 14 inch, $10.20; 18 inch, $10.75; 20 inch, $11.25. Bluebird (ball bearings), four blades, 12 inch, $10.50; 14 inch, $11; 16 inch, $11.65; 18 inch, $12.15; 20 inch, $13.25. Great Canadian (ball bearing), five blades, 18 inch, $17.50; 20 inch, $20.

Lawn mower sundries are also lower. Grass boxes (including shield), being 8 inch, $2 each; 10 inch, $2.20; 12 inch, $2.40; 14 inch, $2.60; 16 inch, $2.80; 18 inch, $3. Discount on these 20 per cent. On lawn mower repairs the price is at 65 per cent. off catalogue list.

New Prices on Grindstone Fixtures

The Taylor-Forbes Co., Ltd., have issued the following revised prices on grindstone fixtures: For 15 inch axle, $7.80 a dozen; 17 inch, $8.10; 19 inch, $9.70; ball bearing, $13.50.

We are now manufacturing here and can give immediate delivery on

Radio Supplies

including complete Receiving Sets and all component parts and equipment.

Motor Sundries Corporation
Limited
414-420 Eastern Avenue
TORONTO



5 Reasons Why Discriminating Radio Operators use the AUDIOPHONE

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Dealers, ask us for Demonstration
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"BUNGALOW" Units, Complete Receiving Sets.
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"What's in a Name?"



Says the Wise Old Owl

'Tis better far to make a name
Than to inherit it.
No name e'er yet endured in fame
That did not merit it.
There lives no man who has not heard,
From East to West "Gillette,"
'Twas once a name, 'tis now THE WORD
For the best razor yet.



Shakespere asked the question and answered it with "That which we call a rose by any other name would smell as sweet."

But Gillette Safety Razors by any other name could not sell as well.

The Gillette is more than the best razor. It is the best advertised razor in the World.

No time consuming argument for the dealer, no explanations, no "ifs" or "buts".

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And every razor sold means a customer for blades—a permanent satisfied customer calling on you regularly throughout the year.

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The New Improved $5.00

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Push Brushes and Door Mats

For over seventy years Meakins & Sons have been making brushes. Every year they have strived to make a better brush than they made in the previous year. The result of this effort for the past seventy years is the Meakins Brush of to-day. By obtaining the best possible materials and using our seventy years' experience we are able to turn out brushes that we are proud of.

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Meakins & Sons Limited

HAMILTON ONT.

Branches at: Montreal Winnipeg London Toronto Vancouver Liverpool, Eng.

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Gasoline Pumps and Tanks, Air Pressure Tanks and Receivers, Air Compressors, Pneumatic Tanks and Pumps, Galvanized Tanks, round and square. Write for New Catalogue.
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Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Fence Plates.



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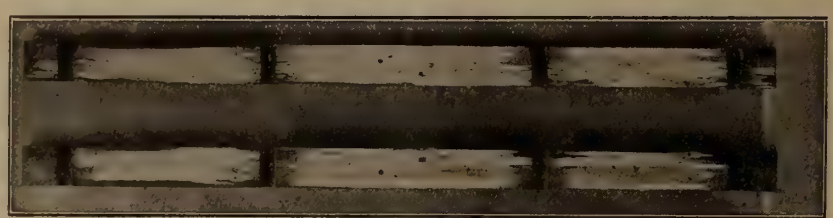
CANADA DUSTLESS ASH SIFTER



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With the present coal situation, there should be a big demand for this dustless ash sifter.

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Note Penetration at points where needed.

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Proprietors—
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Solignum is supplied in—Browns, Reds, Greens and Greys—in one, five and forty gallon packages.

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Solignum is recommended for: all EXTERIOR WOODWORK such as SHINGLES, half tinber work, timbers set in concrete, bridge timbers, telegraph poles, scows, tables, fences, posts, pig pens, ties, etc.

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Pulling Paint and Varnish off Your Shelves

A united industry is behind this big idea of developing Fall Painting and more Barn Painting.

It is to everyone's advantage.

Here are four of the action-breeding "Save the Surface" advertisements that will appear all over Canada this Fall. They are designed to pull Paint and Varnish off your shelves during the next three months.

If all concerned get behind this big idea through the use of window displays, local advertisements, circulars and personal salesmanship, we will end up the drive to make 1922 the greatest paint and varnish year in a blaze of glory.

With banner crops money will be plentiful.

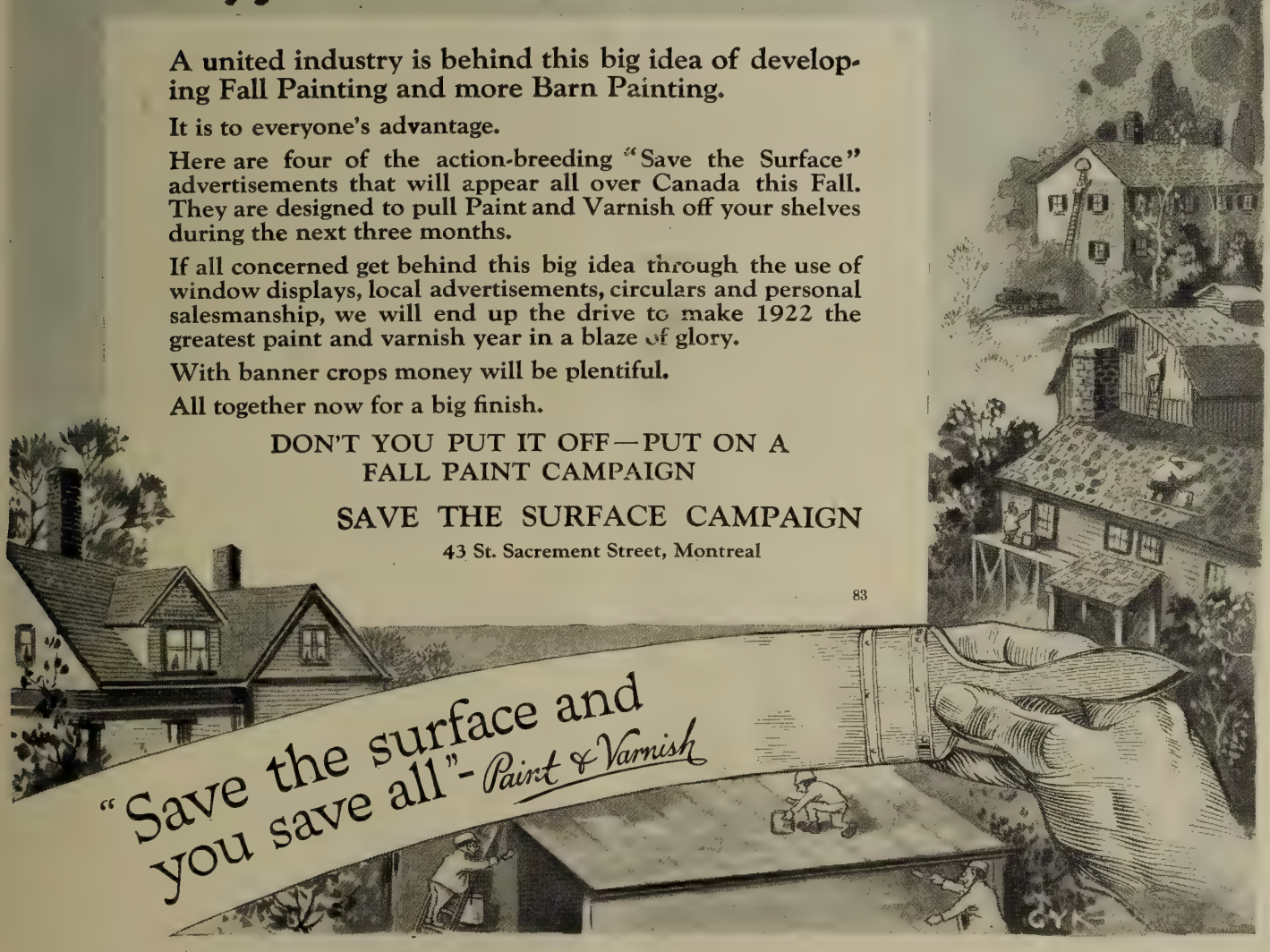
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DON'T YOU PUT IT OFF—PUT ON A FALL PAINT CAMPAIGN

SAVE THE SURFACE CAMPAIGN

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83





"Save the surface and you save all" *Paint & Varnish*

SHERWIN-WILLIAMS PAINTS & VARNISHES

ARE THE IDEAL SURFACE SAVERS

Sherwin Williams dealers with a Paint or Varnish for every purpose are right in line to secure a big share of the paint demand resulting from "Save the Surface" publicity.

For whatever painting job the customer has in view there's a Sherwin-Williams product exactly suited to the need.

And the fact that Sherwin-Williams quality is recognized as standard the world over brings to the paint department of the Sherwin-Williams dealer the greatest selling force of all—the confidence of the paint buying public.

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PAINT, VARNISH & COLOR MAKERS
LINSEED OIL CRUSHERS

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For the Royal Electric Cleaner gives more value per dollar of cost than any other cleaner on the market and this greater value is at once evident to the housewife, who sees a demonstration.

Hence Royal sales are easily made and every sale opens the way to more sales of other appliances to satisfied customers.

The Royal Agency is still open in a limited number of cities and towns. Write to-day for complete information.

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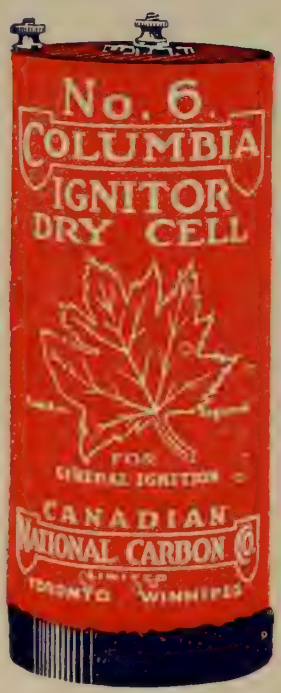
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Long life, high ignition power, low cost, all make Columbias the favorite Dry Cell in thousands of homes, on farms, and for industrial uses.

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Order Columbias by name from your jobber.

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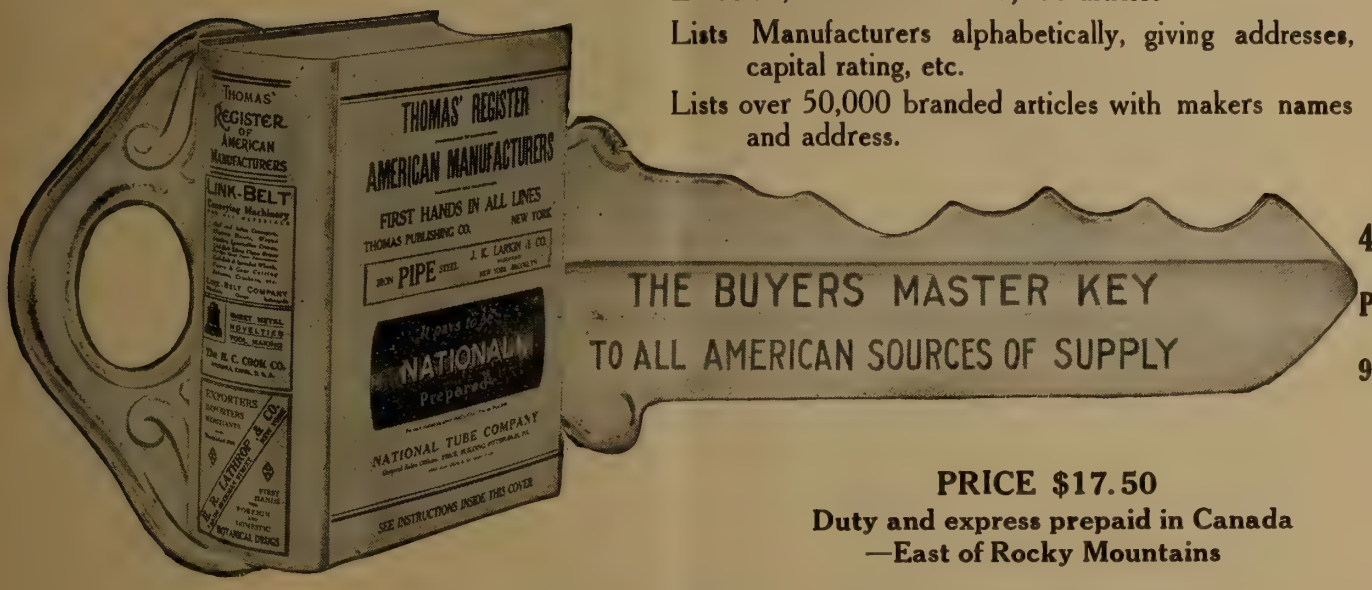
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The hardware store is where the practical man and the members of his family go for "gifts of utility".

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Veribest utensils come to you packed neatly in holly-covered cartons. Thus they suggest themselves as very appropriate gifts.



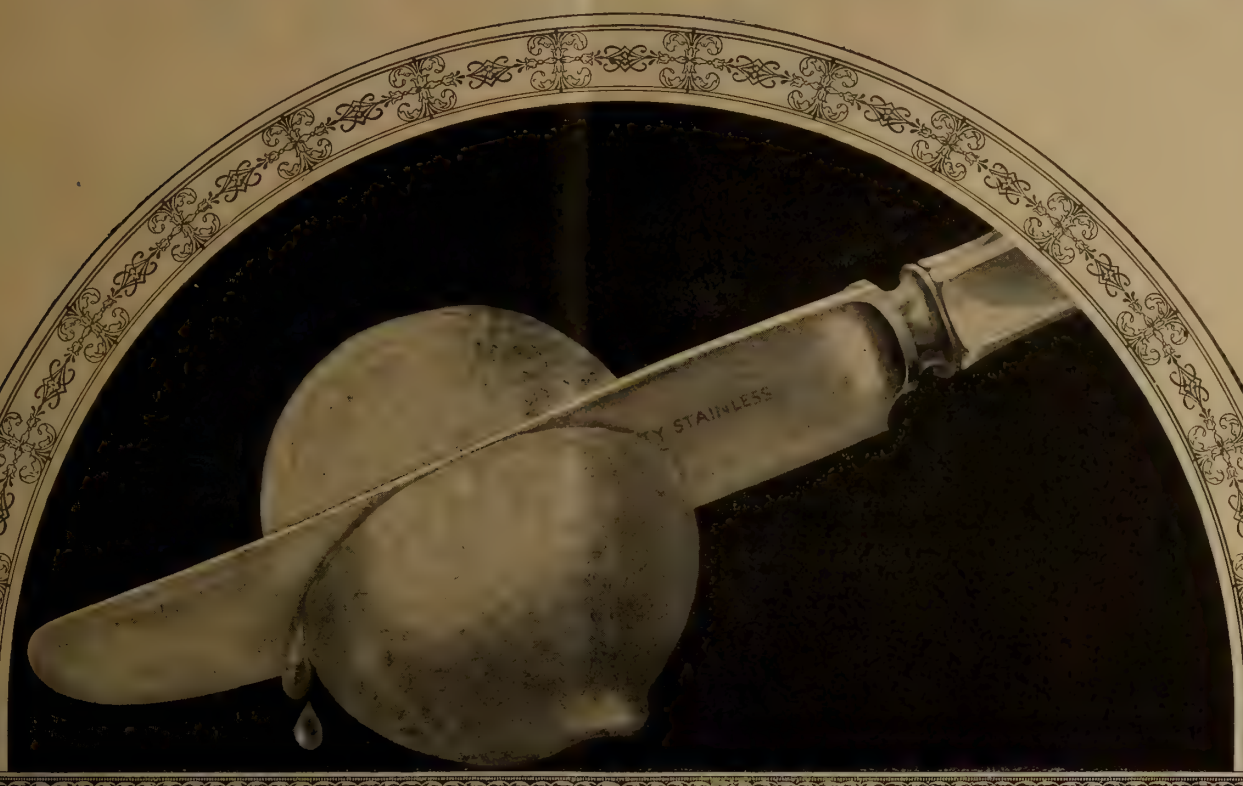
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You make a nice margin of profit on each individual piece of "Veribest" aluminumware. And most women want a whole set when they find how bright, light, durable and attractive aluminum utensils are.

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Community Stainless Knives, made in Canada, are the newest development in table silver.

GET A COMPLETE LINE FROM YOUR WHOLESALER

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FOUR SIZES



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With Detachable Swivel Base

Dimensions	1991	1992	1993	1994
Jaw Opening	1½	1 15/16	3⅛	4 in.
Height Over All	3⅛	4⅛	5¾	12¼"
Length Over All	4⅝	6	8¾	7⅝"
Net Weight	3	6	14	41 lbs

This vise is accurately machined on the bottom, sides and end, for use in holding work in several positions on drill press, shaper, etc., allowing it to pass through several operations before necessary to change it in the vise. An entirely distinct feature in vises and one that is quickly appreciated by Tool Makers, Pattern Makers and Machinists.

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The SHUR-KUT Canadian Plier



With patented wire cutter. Will easily cut anything from a pin to a good sized nail.

DROP FORGED FROM SPECIALLY SELECTED CARBON STEEL

The screwdriver point is milled on and fully tempered—an unusual feature in plier manufacture.

ATTRACTIVE APPEARANCE—TWO FINISHES—NICKLE OR BLACK

No. 20—Black 6" Combination Thin Nose Plier.

No. 21—Nickle 6" Combination Thin Nose Plier.

Packed six in a carton; ten dozen in a case.

Write us direct if your jobber cannot supply you.

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The Steam working pressure for which they are intended is Cast on the Valve.

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1

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AJAX Breast Chains are big sellers because of the convenient adjustment and assembling features. The length can be regulated by end snaps.

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NIAGARA FALLS, ONTARIO

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Made in Canada and used with complete satisfaction throughout the Dominion for over twenty-five years. - - -

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MANUFACTURER OF
ARROW BRAND
REGISTERED TRADE MARK
HARDWARE
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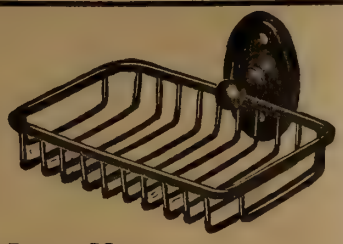
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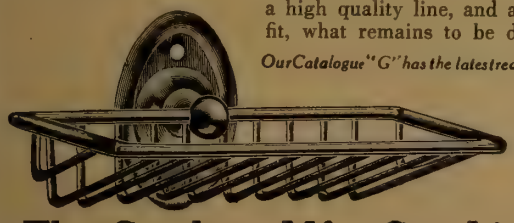
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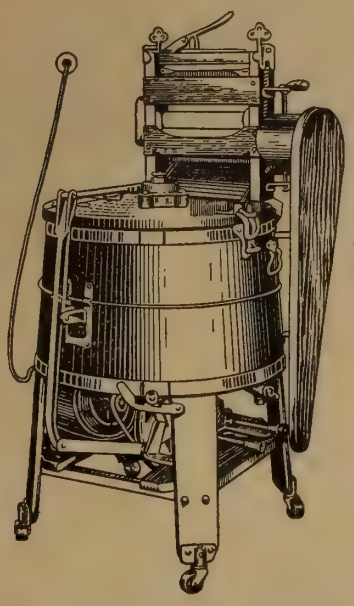
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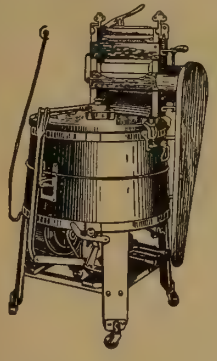
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HARDWARE AND ACCESSORIES

PAINTS·ELECTRIC·HOUSEWARE·HEATING·LIGHTING·

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HARDWARE TRADE SUFFERS LOSS

IN the sudden death of James Hardy, for over twenty-five years secretary of the Canadian Wholesale Hardware Association, and of numerous organizations of manufacturers of hardware and kindred lines, the hardware trade in Canada loses its best known and most influential member.

Mr. Hardy had been ill a year ago and had spent several weeks at his summer home in Muskoka, but he was again in apparent good health and his sudden death on Oct. 17, while attending the hardware conventions at Atlantic City came as a shock to the trade and cast gloom and sorrow over both the Canadian and the United States hardwaremen attending the conventions, to most of whom he was beloved because of his ability and his kindly character.

Coming to Canada from England in 1883, Mr. Hardy won front rank in his profession as accountant, but while an active member of the firm of Jenkins and Hardy accountants, and James Hardy & Son, financial agents, specialized on trade association work. His long experience and intimate knowledge of this work, coupled with the respect he was held in by manufacturers and wholesalers alike, made it possible for him to guide his associations past many unseen rocks and prevent many differences between individuals holding diverse views on trade matters.

His son Arthur J. Hardy and his former associate Harold J. Badden, will carry on the trade association work under the firm name of Hardy and Badden, while Jenkins & Hardy, established in 1857, will continue under its present name.

In addition to being president of the Hamilton Stove and Heater Co., a director of the Standard Bank and the Canada Creosoting Company, Mr. Hardy was president of the Muskoka Lakes Golf and Country Club, and had taken a keen interest in the establishment and financing of the club which opened its 18 hole golf course last August.

"I never felt better in my life," said Mr. Hardy to the editor on the club's opening day, full of pride at the results of his labors in building a beautiful centre of recreation for his fellows. Yet six weeks later he received his call, passing on at only 68 years of age, leaving hosts of friends who mourn his loss and will revere his memory.

ENCOURAGE BUYING AT CONVENTIONS

The Pennsylvania and Atlantic Seaboard Retail Hardware Association which holds its next convention and exhibition in Philadelphia in February, has adopted a novel incentive to buying by dealers at their exhibition. All buyers will be given credit on their buying cards of all purchases made from August 1, 1922, to the close of the exhibition on February 16, 1923, for spring sale or for shipment after January 1st, 1923.

Prizes are given as follows: 50 cents in cash for each order placed with any of the exhibitors; $1 in cash for each $1,000 of purchases in the aggregate for all exhibitors. For example, a buyer who makes purchases from 100 different exhibitors will get $50 in cash and if his purchases amount to $50,000 in the aggregate, he will get an additional $50 in cash or $100 in all.

The Ontario Retail Hardware Association at its Hamilton convention last year, adopted the plan of paying cash prizes to encourage buying from exhibitors during the convention, but the plan adopted by the Pennsylvania Association is on a much broader scale than has been tried in Ontario as yet.



Cartoon reproduced from National Hardware Bulletin.

Get under the Hardware Dealer's Umbrella with gifts of utility for Father, Mother, Boy and Girl.

The Bicycle

Written for Hardware and Accessories by Dr. Frank Crane

THE bicycle is a type of a great truth. It is, that the only way to keep up is to keep going. When the bicycle stops it falls over. And this is a symbol of one of the most important facts in regard to the universe, and all things and all people in it.

The notion that there is permanency in what is fixed and unmovable is a delusion. It is a superficial view.

On the contrary, nothing is permanent, nothing can be said to be eternal, but what is constantly changing.

A rock seems everlasting, and the little brook it rests by is ever running away; but come back in a hundred years or so and the rock will have worn away and the brook still be merrily singing:

"For men may come and may go,
But I go on forever."

Scientists tell us that the ultimate stuff of matter, the atoms of which the atoms are composed, are probably whirling, lively things constantly in motion.

And we know that the "ever fixed" stars are really huge globes rushing through space with inconceivable rapidity.

And what is true of the infinitesimal particles of which all things are composed, and of the stars, is equally true of everything between them.

Including us.

For our bodies are always changing, our nails and hair growing, our very bones re-forming.

Your business cannot remain stationary; if you are not going forward you are losing ground.

And the same thing is true of your mind.

Some people boast that their opinions are just the same today that they were yesterday and a year ago. That is nothing to be proud of. If your mind is alive and active your opinions ought to be improving.

"Growth" is the word of words. It explains everything. The mind does not necessarily grow old with years. Some of the youngest minded men in the world are over sixty. They are still reading, still learning, still pushing forward.

In fact, when you find yourself standing still you may well be alarmed. For when we stand still it is an indication that we are about to fall over, just as in the case of a bicycle.

No man's business is solid unless it is progressing. There is but one safe thing for you and me to do, and that is, as Jimmie Elliott says,

Keep on keeping on.

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OPTIMISM *at* ATLANTIC CITY CONVENTIONS

The Hardware Manufacturers and Jobbers in Annual Convention—Talk of a Runaway Market Discouraged—Business Outlook Bright but Warnings Given Against Advancing Prices.

"We have witnessed a decided improvement in business activities since we last met," said A. H. Decatur, president of the National Hardware Association in convention at Atlantic City on Oct. 18. "Business sentiment in the closing months of 1922, is much more optimistic. The labor troubles which have extended to most parts of the country have undoubtedly been a handicap. Notwithstanding this fact, business has continued to improve, and it is apparent that the tide has turned.

"We are encouraged by such favorable conditions as the unprecedented building activity, the increase in production in the iron and steel industry, the increase in freight car loadings, the decrease in the number of failures, and the decrease in unemployment. Credit conditions also are much improved. These are favorable factors which did not exist one year ago. How long they will continue depends upon our willingness as a people, producer, distributor, and consumer, to make the necessary sacrifices to put our products and our service on a sound economic basis.

"But we cannot continue on a war-time overhead and at the same time produce in proportion to the purchasing power of the people. Manufacturer, jobber, and retailer have tired of the fluctuating prices which have prevailed during these recent years and were beginning to feel that we were approaching a stabilization of values. But within the past few weeks there have been indications that we are entering upon another period of expansion and inflation. These conditions are characterized by many as an indication of a runaway market.

"It seems most unfortunate that such apprehensions should arise at this time, and we should not encourage this apparent inflation by anticipated purchases at prices which will probably suffer reaction. On the other hand, manufacturers should not take undue advantage of an increased demand and consider it a reasonable excuse for advancing prices.

"The present high prices which prevail in most lines are accounted for by the lessening of the number of turnovers on account of increased investment, and by the increased overhead expense. The net profit of manufacturer, jobber, or retailer depends largely upon the number of turnovers. If we have increased our plants and our overhead during the period of inflation, and now find them out of ratio to the volume of business, we should not deceive ourselves by thinking that we can add this load to the cost of production or to the expense of distribution. In other words, we should clean house and be in a position to meet competition and still make a profit.

"The retailer is a great factor in the distribution of merchandise. Mr. Roger Babson, of the Babson Statistical Organization, states that ninety-five per cent. of the goods sold in a mercantile way in this country go through the retail store, and seven per cent. only of this amount is sold through the chain store.

"The retail hardware dealer is therefore a distributor for the manufacturer and the jobber, and we should feel a responsibility for his success. Our duty does not end when we have sold him goods. We should help him in every way possible to turn the merchandise into cash. We should impress upon him the fact that he does not make a profit until he sells the goods; hence, the importance of the turnover.

"We should render all possible assistance by providing him with sales helps such as advertising matter and displays. We should refer inquiries which we receive through advertising channels to the retailer, and assist him in following up the inquiry. We should pay particular attention to the competition which he has to contend with from the catalogue house, and by prompt service and right prices, assist him in convincing his buying public that it is to their advantage to make their purchases at home.

"We should impress upon our traveling salesmen that our customers' interests are also their interests, and that they should make every possible contribution to the retailers' success. We should encourage among many of our retail customers a better accounting system which would enable them to have at all times a detailed knowledge of their condition, particularly regarding the expense account."

CALENDARS THAT ARE KEPT IN USE

Merchants who give calendars away around holiday time are dissatisfied with the method of distribution. Some families receive more than their share and many of the calendars are thrown away before the year is up. Howell Brothers, and Knowlton, Windsor, Ont., give a calendar to everyone calling at the store before Christmas, but every calendar is separately numbered. Every recipient is encouraged to keep his or her calendar, because on the back of it is printed a list of the prizes given to the ten lucky numbers drawn at the end of the year for which the calendar is dated. Fair play is ensured by a drawing committee consisting of the mayor and two other locally prominent men. At the time the drawing is made, the winning numbers are announced by newspaper and window display publicity.

HARDWARE JOBBERS SHOULD HANDLE ACCESSORIES

"If I were a retailer and saw some little accessory shop across the street doing a successful business, I would feel that I should take some room or some corner of my store, get a man who knew something about accessories and try at least to sell as many accessories as that garage or the little fellow across the street. Have somebody in your employ who would know something about automobile accessories and every time a person comes in for anything in the accessory line your specialty man can talk to him. I believe that the hardware jobber should handle automobile accessories, and that he should try and educate the retail hardware dealer on the importance of handling this line and the opportunity it affords of adding volume and profit to his business."—President A. H. Decatur, National Wholesale Hardware Association, at Atlantic City Conventions, October, 1922.

THIS IS A BAD TIME TO RAISE PRICES

Cost of Distribution Must be Reduced—Retailers Must Eliminate Slow Moving Lines and Increase Stock Turnover—Manufacturers Called upon to Simplify Variety of Lines Offered Dealers.

Address by C. H. CASEY, President National Retail Hardware Association, before American Hardware Manufacturers Association at Atlantic City, October 18, 1922.

EVERYBODY is clamoring for relief from the high cost of living, and as distribution is blamed for a lot of this even though it may not be a just charge, it brings it fairly up to our door. We can probably see and point out how the other fellow could reduce his cost of distribution. For instance, I believe we all feel that it costs too much to distribute foodstuff and that the wide spread between what the farmer or stock raiser receives and what the consumer has to pay, is far too much.

"We possibly can also see, or think we can, how the shoe industry, the clothing and drug trade could materially cut down the cost of getting their products into the hands of the consumer, but we are perhaps slow to realize that we ought to make a searching investigation into our own affairs, in an honest effort to try for all possible further reductions. None of us can have lasting prosperity except as those whom we serve, prosper.

"There is some justification, perhaps, for the criticism aimed at the high cost of distribution. It almost seems as though no one has given real thought and study to this very vital end of industry.

"The subject of production has almost been a mania with us, building better and more efficient factories, scrapping thousands upon thousands of dollars worth of perfectly good equipment, because better machines have been invented that will save a fraction of a cent, perhaps, on the cost of each item made, getting the last ounce of efficiency out of labor, adding new patterns and styles so as to beat the other fellow to it. In fact, it appears the entire thought has been on the production end and very little on the distribution end.

Distribution Costs Too High

"The problem of getting the goods into the hands of the ultimate consumer, at the lowest possible cost, is just as important as to get them manufactured cheaply and well, but we, apparently, have not given much thought to it.

"Neither the Government or anyone else has ever spent anything to economize in the distribution of merchandise. We have never even had a census of the retailers nor has any intensive study been made of their service and problems. The result is that production costs have been reduced time after time, cuts have been made again and again, until to-day they are only a fraction of what they were 50 years ago, while the cost of distributing is actually more now than it was a half century ago.

"There is something wrong somewhere, lower costs of distribution should progress with lower cost of production and a thorough study and investigation should be continued until the cause and remedy are found. If it is the retailer, show us how to remedy it and we will endeavor to follow directions.

"However, material gathered by the Agricultural Commission at Washington and other agencies show that retailers are not making excessive profits. Perhaps that is largely true with manufacturers and jobbers. The trouble, then, must be in the wastes that have crept into distribution, because when we consider the spread between production cost and the cost to the consumer, we are impressed that the cost of distribution is exceedingly high.

"If profits are not excessive, we must look to the expense account for possible savings. An analysis of the retailer's cost of doing business does not show material waste in any item, but the study of stock does show much unproductive merchandise which burdens his investment, crowds his shelves, makes concentrated selling difficult, unnecessarily increases insurance and greatly slows his stock turn.

"It is therefore apparent that having diagnosed one trouble the retailer must take steps to cure the illness. He must clean out dead stock and reduce to the minimum the slow moving lines. The resulant reduced investment will give him lower interest charges and enable the carrying of wider assortments. The elimination of duplication will make possible sales concentration and greater efficiency. His insurance cost will be lowered and there will be less loss from depreciation and absolescence. In some cases less clerical help will be required and the handling cost will be lowered.

"But such study and weeding out of lines cannot rest wholly with the retailer, it must have equal thoughtful attention by wholesalers and manufacturers, for if non-essential goods burden the retailer they also burden the jobber and maker. If simplification—the elimination of slow-moving items which have no distinctive field—results in smaller investment, quicked stock turn, lower operating expenses for the dealer, manufacturers and wholesalers will benefit in the same way.

"This is one of the activities on which the National Retail Hardware Association has concentrated this year. We are urging our members to study individual lines so as to cut out slow movers and increase the number of times they can turn their stock. We are recommending the placing of small orders and buying more frequently.

Retailers Want Simplification

"If it is possible for the retailer to eliminate slow-moving goods from his stock, it should be equally possible for the manufacturer to study his production and sales, and eliminate the patterns, styles, sizes and finishes found to be unnecessary or that do not pay their own way and are a burden on production costs. We are not attempting to dictate any specific elimination, believing that this can best be determined by manufacturers themselves, after a thorough study of the demands for their products.

"In September representatives of our association went to Washington and spent five days in an effort to accomplish something along the line of simplifica-

tion, but the result of this meeting was not satisfactory, because you manufacturers did not respond as it was thought you would. We had a vague idea that any move to better trade conditions, would be hailed with delight and you would flock around it like bees around a flower bed. The first reports coming in my mail showed that there apparently was great interest, but when it got right down to the actual participation in the movement, a great shyness developed and excuses were many and varied.

"I am wondering how many in this audience, and how many manufacturers generally, have been led to believe that the condition is vastly improved and that the farmer is on a high road to prosperity, that his normal purchasing power has been or is nearly reached and that you are justified on the strength of reports and statistics, in going full steam ahead, raising wages and in some cases even boosting the price of the manufactured goods. It is true that some relief has been given, but operations in crops such as cotton and wheat have not resulted in profit. Therefore, if prices for the farmers' commodities rise, he cannot come back into the buying market this year in anything like the volume anticipated.

"I live right in the centre of the greatest agricultural section of the United States where the land is fertile and the farmers unusually intelligent. Where he is perhaps better financed than in most places and where he is generally working under the most favorable circumstances, and I know his purchasing power without having to resort to statistics or written reports. I know that when a farmer sells wheat for less than 95 cents a bushel. Even though he raised a good crop which he did this year, that he has nothing left when he has paid his running expenses, that he has raised his crop at an actual loss, that the chances are that he will have to borrow, if he can, to pay his taxes which are three and four and five times as much as they used to be in previous years.

"How do you expect this class of men to buy liberally of your goods unless you can bring them down to a comparative price level? The farmer is still nearly 50 per cent. of the entire population, and you will never have good times again while they are producing their crops and raising the cattle, sheep and hogs at a loss. Agriculture is not different from any other business—it can go on only so long operating on a loss until it will actually go broke. Conditions for the farmer must change. Either he must buy the things he needs to live on at a lower price, he must get labor at less cost, or he must get more for what he has to sell.

Farmers Operating at a Loss

"If you can figure out of this how the farmer, who, it has all along been hoped, would pull us back to the good old normal times, is going to do it, you can do better than any of those directly connected with the agricultural industry. Can you not see from this that it is absolutely necessary that the cost of manufacture be reduced, that the railroad rates be reduced, that wages in other lines be reduced at least a reasonable percentage, in order to bring the 50 per cent. of our people who are now working at a loss up to nearly the level of the other half.

"The farmer has taken his losses as cheerfully as any class of people possibly could, and had the prices of his commodities remained up to where they were last season or the early part of this year everything would have been all right and our return to normal times would now be an actual fact. But when his prices tumbled and other lines did not come down correspondingly, even some manufacturers making some advances, he seemed to throw up his hands and quit.

"I want to impress you manufacturers with all the force I possess that not only would it be bad policy for you to raise your prices, but someway, if it is at all possible, lower the prices on everything you make and keep on lowering them until they are back to 1914 or 1915 levels.

"The National Retail Hardware Association is spending money and effort freely in every way that will help the retailer to be a better merchant, to curtail investment by cutting out slow moving lines, to increase profit by more rapid stock turn, to decrease his losses by better accounting system, and to make his store a more attractive place for his customers and more economical to do business in, as well as the best methods of serving his customers and the community, for we believe: 'He profits most who serves best.'"

DO SALES HURT BUSINESS?

Do sales gradually ruin a business? D. MacNab of Orillia, says that they do. He claims that the steady regular hardware business is the real paying end of it and that sales tend to lose the confidence of the customer in the dealer. When a customer sees an article up for sale at a reduced price he is almost sure to expect a bigger bargain than any hardwareman can afford to give him. And even if he does offer an unusual bargain, it is generally because the article is defective or is of an inferior grade. Either things lose the trust of customers, so he claims, and loss of a customer's trust means that he will do business elsewhere. The MacNab Hardware hold no sales.

BETTER SELLING METHODS NEEDED

"I have seen a great many sales possibilities neglected by the retailers. In the past the dealer contented himself with handing over the counter this or that article which had been asked for by his customer. This passive method of selling will no longer suffice. The dealer from now on must sense the need of his customer for some unasked accessory which he has for sale. Of course, the first recourse, the first requisite in making sales is that the prospect be in need of the article or commodity which you wish to sell him. Your sales will be in direct proportion with this need. Where the need does not exist there must be employed the art of persuasion, the science of awakening a desire for something that is not indispensable.

"Instruct your salesmen to be on the lookout for necessary things that are absent from the cars that drive up to your doors. You will find that it opens up sales possibilities that bulk large in volume and yield much in good will. Al these sales opportunities should be grabbed by the hair and pulled aboard. If they haven't any hair grab them somewhere else. The age of passive selling is past. We must go after business, especially the business that is right under our noses and yelling to be grabbed.—M. H. Tisne, A. Schraeders, Sons, Inc., at Atlantic City Hardware Conventions, October, 1922.

SIMPLIFIED HARDWARE GOOD FOR TRADE

Address by William A. Durgin, of the Department of Commerce, United States Government, before Hardware Manufacturers and Jobbers at the Atlantic City Conventions.

SECRETARY HOOVER'S attention was first drawn to the possible improvement in our business conditions through simplification (as we like to call it) by an investigation made by the Federated Engineering Societies, some three years ago, when he was their president. At his suggestion, committees of the association carefully surveyed six of our leading industries with the view to determining the amount of preventable waste under commonly accepted methods. These six industries were: Metal trades, boots and shoes, textiles, building, printing, and men's clothing. The percentage of waste in each ran from 29% to 64%. On an average, 40% of all the capital, labor, thought, effort, time, put into these tremendously important industries, wasted-absolutely thrown away, with nothing to show for it. To be sure, the investigators were engineers and you may wish to discount the technical men's findings. But even admitting they are half right, there is an annual waste of 20% in these industries, running into billions upon billions of dollars each year.

"In farm implements, for example, the conservation division's simplification reduced 1902 varieties in 137—only 13 per cent. of the pre-war diversity retained. This elimination is largely effective to-day, though here and there an obstreperous buyer or a weak-kneed salesman has secured some useless variation with the resulant expense carried all through office records, catalogues, jigs, machine set-ups, stocks, workmen's and salesmen's education. So much of the elimination programme has been retained, however, that the president of one of the large manufacturing plants in sure simplified practice saved at least $10,000,000 to the industry in 1920.

"Isn't it possible that something could be done to advantage in hardware if through our department all interests—manufacturers, distributors and users—could be brought into some sort of agreement?

"The Department of Agriculture has recently secured passage of the Standard Containers Act reducing the size of grape baskets, till baskets and berry boxes to about 15 per cent. of the previously existing lines. In other food containers the wildest confusion of sizes and shapes is inviting legal restriction, and, at times like this all of us are more or less sympathetic to some form of standarized and simplified containers which shall enable railroads to load freight cars quickly and use the space most effectively.

Simplification Will Save Millions of Dollars

"The transportation companies, the wholesale and retail merchants, the buyers and surely the manufacturers who carry stock, are interested in simplified standardized cans, boxes, bottles and other containers. If such simplification can be shown to be in the public interest, as it certainly can, there is precedent enough for action through legal restriction. But we of the Department of Commerce feel that most simplifications come so much better from industry itself than when forced by Government degree.

"Many excellent examples of simplification by industry on its own initiative are found in the automobile field, despite the excessive variety of wrenches still retained. The assortment of steels used has been reduced 65 per cent; types of headlight lenses 95 per cent; radiator caps 74 per cent., and so on. Perhaps even more advanced in simplification is the automobile development where one plant is entirely concerned with universal joints; another clutches, another transmissions; another motors, and another axles. These several fabrications may be assembled in almost an infinite variety of designs with little less in individuality, and still we have the advantages of repetitive process—mass production—easy maintenance and low cost of repair."

In certain preliminary surveys made by Herbert Sheets, secretary of the National Retail Hardware Association, as representing Secretary Hoover, the present varieties in many hardware lines are rather startling.

Big Saving in Hardware Lines

Considering only three manufacturers of saws and a single style of teeth, we find 13 sizes of handsaws listed with from 1 to 48 variations in each size, so that you can buy from 86 to 294 varieties from a single manufacturer.

In crosscut saws you can get 937 varieties from one maker.

In shears as made by six manufacturers, the survey showed 16 distinct types made in 14 sizes, while under any size there are upwards of 76 variations—one manufacturer making 266 kinds of shears.

When it comes to hatchets, as developed by four manufacturers, there are fourteen types made in from 1 to 7 sizes, up to 9 patterns and 11 brands and finishes—a single maker offering 326 kinds of hatchets.

But even this pales before the axe story. Three manufacturers are offering 34 models in from 1 to 4 grades, in from 1 to 35 brands, in from 1 to 11 finishes and from 5 to 19 sizes—these three men actually offering the public different single-bit axes; and, once more, on the sales manager's basic creed, "We must give the buyer what he wants," you and I know that if we only insist long enough and emphatically enough, we can get any one of the 34 types, in any of the 4 qualities, in any of the 35 brands, in any of the 11 finishes and in any of the 19 sizes, so that we may exercise our discrimination between 994,840 axes.

Perhaps you will consider that story a bit stretched; but at least it shows possible developments if the present trend of diversification in hardware continues.

Now, the manufacturers tell us they would be gald to simplify, but that the jobbers insist on new varieties; and the jobbers say that they would like to simplify, only the retailers must have new varieties; so finally we go to the retailers and ask them and they say in the words of the resolution passed at their last National Congress in Chicago on June 22 of this year:

Retailers Endorse Simplification

"Because the members of the National Retail Hardware Association are sincere in their desire to have the public supplied with merchan-

dise at the lowest possible spread between the cost of the raw material and labor and the ultimate retail prices;

"And, because it is realized that many unnecessary types, patterns, sizes and finishes have gradually been added to hardware lines for competitive and other reasons, and that these tend to increase the cost of manufacture because of the necessary higher unit cost, and to increase the cost of distribution because of the larger stocks and therefore the heavier invesments required;

"Therefore, this Congress heartily endorses the measures that have been taken by the Division of Simplified Practice of the Department of Commerce to reduce these unnecessary costs, and it pledges its hearty support, co-operation and assistance to the Department of Commerce in applying the principles of simplified manufacturing practice to the hardware industry."

The 25,000 retail hardware dealers represented by the National Retail Hardware Association are thus squarely committed for simplification and as the retailer wants it the jobber must admit his commitment, and since the jobber wants it the manufacturer is really committed, too. At least, that is what we would like to believe, if we did not have to consider the complex adjustments of opinions and personalities which must be accomplished before any real simplification becomes effective.

Retailers' Profits Decreasing

"It is easy enough to account for the retailers' interest—the mere increase in stock turn which simplification promises would alone be quite sufficient basis. The Joint Commission of Agricultural Inquiry found the average stock turn in 1921, 1.86 in hardware, as against 3.2 in dry goods and 7.9 in groceries. Furthermore, they found the profit in retail hardware gradually decreasing from 1916, when it reached the enormous (1) figures of 8.3 per cent., to 1921, when the average retail hardware merchant showed 0.8 per cent. loss. If simplification gives shorter lines of best quality quicker turn, it will again make the retail hardware business worth while, and as that business prospers so will the jobbing and manufacturing businesses prosper.

"We assure you that the retailers have not changed their minds since June. Mr. Sheets has just made a canvass of his membership, and he has found it solidly behind all moves toward simplified practice. With such conditions very probably many of you manufacturers will wish to reconsider your lines with the view of eliminating all except the best sellers.

"We believe we have a service to offer to hardware. If you men will get together during this convention; will appoint someone within your own number to make the necessary survey of production figures; to prepare some form of report indicating what sizes you can honestly recommend as the best, we can get together a conference at Washington which will insure that your consumers will demand those sizes as the major portion of their stocks.

HOW WRINGERS HAVE BEEN SIMPLIFIED

Your jobber, by the manufacturer simplifying his lines, is required to carry a smaller assortment of goods to serve his trade, taking less space in his warehouse, requiring less insurance and tieing up less capital, which in turn reduces his overhead and cost of doing business.

Our own experience with simplifying and standardizing can well be cited here. We early recognized the value of this means of reducing costs and were among the first to adopt it. We were making a line of wringers containing some 800 numbers. We reduced this to 60 numbers, passing on the reduced cost of production to our trade in lower prices on our product. The trade has been better satisfied and the consumer as well served with a line of 60 numbers as with 800.—Wm. E. Brown, American Wringer Co., a Atlantic City Conventions, October, 1922.

Linoleum as a Hardware Line

Many Dealers Now Selling Floor Coverings—Profits are Generous and Sales Readily Made.

IF you were a manufacturer or a jobber you would sell your merchandise through traveling salesmen, and the limit of the territory from which you would draw trade would be wholly within your control. At any time you could employ more men, extend your territory and increase your sales.

However, as the retail hardware and house furnishing supply man, the community from which you can expect trade is definitely limited. You have got to reach as many people within call of your shop as is possible; and the obvious way of increasing your sales volume is to interest them in as many items on your shelves as you can.

Recently, the handling of linoleums by hardware stores has grown common in some sections of the country. Here is a line closely related and one which supplies a necessity to every home. Sales run into fairly large amounts and the margin of profit on these goods is generous.

Not so long ago linoleums were bought by the "better" people largely, and then for the kitchen only. But most people have come to realize the substantial wearing qualities of linoleum, and it is now found in most homes. Manufacturers of linoleum have not been slow to take advantage of the interest in their product, and have stimulated it with very attractive and sales-pulling advertising. Neat and novel patterns have been created suitable for kitchen and bathroom use. These are attractive to the housekeeper. They give that "spic-and-span" appearance to the rooms that every woman loves. Nor have the manufacturers stopped here. Where, heretofore, linoleum patterns were limited to varied block arrangements, there are now available both piece goods and rugs as beautiful in their colorings and patterns as a woven rug.

It is easy to convince customers that these floor coverings require no hard sweeping and no beating and are kept clean and sanitary by going over them lightly with a damp cloth or mop. These arguments, which have been urged with such telling effect for the kitchen and bathroom coverings, can now be applied with equal effect to other rooms—for linoleum rugs are made for halls and dining rooms. Dainty patterns have been designed even for the bedroom and living room. Indeed, the quality and effects attained in this line of floor covering at the present time would do justice to the best room in the house.

Here is an opportunity to get new business out of the community you serve. The merchant with "pep," the one alive to the full possibilities of his business will not be slow to see ways of developing what at first may be a small side line in a hardware store, to a big, profit-making department, which may carry the entire overhead expense.

SIX HELPFUL HINTS

for putting the house in order to receive holiday guests:

PAINT	LINOLEUM
DOOR BELLS	ELECTRIC LAMPS
WINDOW SHADES	CROCKERY

HOW TO DO A BIG CHRISTMAS BUSINESS

Perry F. Nicholls, in 'National Hardware Bulletin' Suggests Giving a Children's Party to Open the Holiday Campaign—Some other Practical Suggestions.

WHAT about Christmas?

Scarcely a month now before that question will be uppermost in the minds of everyone— the kids wondering what Santa will bring them, the grown-ups planning gifts for friends and relatives.

If you want a bigger Christmas business than ever before, start now to plan for holiday sales promotion. Then you'll be ready to launch a unified, carefully prepared-in-advance campaign—the only kind that'll bring maximum results—right after Thanksgiving.

First, decide on at least one crowd-attracting stunt and work out the details for putting it across.

One good one is to open your campaign with a Christmas party for the youngsters.

Give the Kids a Party

Invite all the children, stipulating that a parent or adult must accompany each. Clear a space and arrange small tables at which the kids can be served with ice cream. The window—if it's large enough—is a good place for this as it makes a pretty picture and attracts passers-by. While the children are eating, the grown-ups can look over the toys and other Christmas hardware. Have arrangements carefully worked out in advance so that the children can be served without confusion.

Instead of ice cream you might give each an inexpensive wind-up toy. These make a hit with the kids and they can be bought at a moderate price.

To carry the plan a step further you might provide a mail box and have each child have a letter telling Santa what he or she wants most from your stock of toys. These letters should be signed by the child with his name and address and the name of the parents. Provide printed slips, addressed to Santa Claus, North Pole, so made out that the child has only to fill in the name of the article and sign.

Follow up the kids' letters with personal letter to the parents enclosing the child's slip and soliciting the sale of the article asked for. You can probably hire high school girls to write the letters in long hand.

If you don't handle toys give a formal opening for the grown-ups, presenting each visitor an attractive souvenir or else holding a special sale on one article of household use.

Specials a Good Stunt

Several dealers have found special sales of one article helpful in bringing holiday trade. Last year, for example, McCabe Hardware Company, Petoskey, Michigan, ran such a special each evening, except Monday, of the week preceding Christmas. They report very satisfactory results.

Whether you pull any stunts or not, your store should have a "Christmasey" atmosphere.

Replacing your regular lights with alternate green and red bulbs, hanging Christmas bells in many places, and festooning the shelves with crepe paper chains will make your store "look like Christmas."

Evergreen sprays and wreaths, small Christmas tree, and cotton batting icicles also help. The latter can be made by dipping batting formed like an icicle into white liquid glue and then sprinkling liberally with artificial snow.

Display prominently some of your best holiday merchandise. Clear a large space in front of the store, for example, and arrange tables or display stands of aluminum, nickel and enamelled ware. Such displays should be trimmed with holly or other suitable crepe paper.

Excellent results would be obtained if all the hardware merchants of a town for the period of the holidays, at least—would forget that they are competitors and get together in a co-operative advertising campaign.

Your real competitors for Christmas business are not your fellow hardware dealers but the clothiers, the furniture dealers, the general merchant, and the dealers in other lines.

Your community has just about so much money to spend for Christmas.

A certain portion of it will be spent for hardware anyway, but this amount could be considerably increased if every hardware dealer would support a general campaign to promote hardware as Christmas gifts.

Such a campaign should consist of about four newspaper ads. Instead of signing these ads with a firm name the "Gifts of Utility—Hardware" slogan cut should be used as a signature.

A mailing list including each family in your community should be circularized at least twice with appropriate letters.

Each of the co-operating merchants should use a slogan sign in his window and use seals on all his mail. He should also use the slogan cut in his own advertising which should go on as usual.

A large electric sign of the slogan design would round the campaign out and make it most effective.

The results of such a campaign would repay the small cost to each dealer many times over.

Your individual advertising should go on as usual. Start the last week in November and stress the importance of buying early. This will lengthen the season and lessen the last-minute rush.

Each ad should also emphasize the practicability of hardware as a Christmas gift.

Your local newspaper—if you have a good one—should be your principal medium.

If you're fortunate enough to have a daily newspaper, advertise in it three times a week or oftener. Tri-weekly, semi-weekly and weekly newspapers should have an ad in each issue. Some merchants use two in weeklies.

Before starting to write your copy make up a list of each item in your stock suitable for a gift.

Each Christmas ad should

(1) Make definite gift suggestions.
(2) Give the prices of the gifts suggested.
(3) Show pictures of as many as possible.

FEATURE "GIFT" WINDOWS TILL XMAS

Hardware and Electrical Lines are Practical Gifts and Should be Prominently Displayed.

So many hardware and electrical lines make such appropriate Christmas gifts that from now until Christmas the dealer will find it advisable to give them prominence in his window display. The public to-day are more and more turning to the giving of useful and practical gifts at Christmas time and the hardware dealer has these in abundance.

There is no better way of bringing them to the attention of prospective purchasers than by attractive or unusual window display. In this way you get the attention not only of those who are regular customers, but all those who pass the store. If the window is a striking one you not only attract immediate sales, but you do general publicity work for the store. Descriptions of Christmas windows used by other dealers will assist the reader in arranging his own displays for the coming festive season.

The Peterboro Hardware Company showed their silverware lines at Christmas time in an attractive manner that caught the eye. At the rear were two pillars connected by an arch. These were colored with colored tissue paper and then samples of the various lines of silverware were attached to these, different designs of a fancy nature being worked out. A colored tissue paper covered in the window floor, on which fancy arrangements of silverware were also worked out.

In featuring gift suggestions for men the T. Eaton Company, Toronto, used as a central feature an easy chair with a reading lamp nearby, giving an indication of home comfort enjoyed by every man. A varied array of gifts suitable for a man were shown on the chair and the window floor. The sign read: "That present for Him. Here are a few Suggestions."

The Toronto Electric Contracting Company, Toronto, arranged a window display that impressed upon the public that they were in the electric business and also got much attention for the goods displayed in their window. Paintings of winter scenes formed the back and sides of the window. Near the rear was another painting of a viaduct over which ran an electrically operated train, disappearing to the back and then coming into view again. Farther to the front Santa and his reindeer were seen periodically crossing over a bridge. This display attracted the attention of both old and young.

J. G. Steele & Co., London, Ont., featured an electric washer in the window as a Christmas gift. A machine was shown in operation and as it worked it kept presenting two different cards to the passing public. A large show card read, "Give her a Time-Saver for Christmas." It showed a picture of a machine in front of which sat the mother and her kiddies. This picture was taken from a magazine. Another card showed a woman smiling and read, "End wash day with a smile —buy this time saver."

In a Christmas window of the Berkeley Irwin Electric Co., Toronto, the wording "Give Mother a Merry Christmas Electrically" was worked out on the side wall with cotton batting on a background of red. An electric washing machine was shown in operation in the centre of the window.

In a window devoted to "Toys for the Kiddies" the Woolworth Co., Toronto, had as a background feature two pillars connected with an archway on which the enclosed words quoted above were inscribed. On the top of this was a representation of snow by means of cotton batting with a toy figure of Santa and his reindeer. At the other side was a small representation of a house with a Santa Claus going down the chimney.

The Peterboro Electric Co., Peterboro, had three features to attract attention to their Christmas window. In one corner was a Christmas tree with suitable decorations. At the other side was a fireplace with an electric light covered with red tissue paper to represent a fire. At the front of the window small wads of cotton batting tied at intervals on a large number of strings suspended on the window represented a snowstorm.

Another Ontario firm made a unique background by the use of chains such as are used in suspending electric fixtures. These were hung about two inches apart at the back of the window. The window floor was covered with red paper sprinkled with white crystals, while a figure of Santa Claus was shown in the centre.

SILVERWARE A POPULAR GIFT

Can you imagine a more suitable or acceptable gift than silverware? It is always in good taste, is useful and decorative. Silverware is appreciated by grandparents and by newlyweds alike. A chest of flatware makes an ideal Christmas gift and a silver meat platter, a covered dish or a tray of high-grade plate will always be assured of a warm welcome in any home. Sandwich trays, tea, coffee and chocolate sets, vases, silver mounted casseroles and a host of other articles will always find a welcome awaiting them.

KEEPING TRADE IN SMALL TOWN

The merchants of Grimsbay, Ont., all combined to prevent most of the Christmas gift business from going to Hamilton, the nearest large city, by a series of seasonable attractions, the chief of which was a Community Christmas Tree. This beautifully decorated tree stood in the heart of the town, and all sorts of publicity was resorted to in order to bring the greatest crowds to Grimsby on the Saturday before Christmas. The preliminary event was a Christmas parade, with Santa Claus, who beamed on the crowd that lined the streets, riding in a goreously decorated motor car. A boy scout band preceded Santa's car, with more boy scouts marching alongside the automobile. The parade concluded before the Community Christmas Tree, before which a large and enthusiastic crowd gathered. Bags of candy were handed out to the kiddies, with inexpensive gifts for the grown-ups. More excitement was provided by the releasing of fifteen balloons from a tall building. Attached to each balloon was an order good for a free chicken, goose or turkey. A scramble ensued for the balloons, which flew all over the town. This co-operation served to keep the people in the town on the busiest day of the year, and all of the Grimsby merchants experienced heavy sales so that all their efforts and donations were really worth while.

HARDWARE LINES AS CHRISTMAS GIFTS

Most Articles of This Nature form a Very Acceptable Present —The Necessity of Suggestion.

PROBABLY to a greater extent than in any other line of business, a hardware store carries a very large number of articles suitable for Christmas presents. This fact, makes the Christmas season one of the most important in sales to the dealer, as it has this effect of increasing his sales to a great extent he should make preparations in proportion to the increase in the volume of his business. Among these lines that are suitable are dishes of china, aluminum, enamel, and all kinds of kitchen utensils, all being goods acceptable as presents.

Unlike many lines and sales during other seasons, the business at Christmas time does not need to be sought. The trade will be sure to come, because, while people have money to spend they will buy Christmas gifts. Everyone is out looking for suitable gifts and they welcome every attempt on the part of merchants to assist them in choosing presents. This is where the greatest problem of the dealer lies. If he can influence the passerby to the desirability of purchasing his line of goods, he will have a very good sale of Christmas articles.

It is this power of suggestion, as it were, that influences many of the purchases. The big departmental stores, in this season, feature in their advertisements and the window displays, suggestions for gifts for mother or father, boy or girl and in this way assist their customers in what is to most people, a very tedious task. They, also, further this idea by posting up in their stores lists of gift suggestions similar to the newspaper advertisements.

The average hardware dealer can very easily adopt this idea. On a smaller scale he can specify in his advertisements the same principles. To his window displays he can add small cards suggesting articles for various members of the family or friends. In this way shoppers who go down town without a faint idea as to what they intend to purchase may get just the suggestions that they want from the hardware dealer, and they will patronize him.

But few dealers appreciate the sales that can be made in china. There are big prospects in it for hardware dealers. China makes a most acceptable gift for Christmas and this season makes a particularly big department of this section of the hardware store. Prince & Co. of Toronto have made china one of their best lines. This department has reached quite big proportions.

What seems to be the best quality of china is a medium priced line. The cheap articles are dealt in extensively by the five and ten cent stores, while the jewellers go in for the more expensive lines. At any rate, the line of china that is in most popular demand is the medium priced articles. At Christmas, however, it might be well to carry a few special lines, of one or two pieced goods for Christmas gifts.

Window displays and interior displays form the best means of pushing sales. The hardware store is not known as the merchandising place for china so that the problem that the hardwareman has before him is to let the public know that he is stocking china.

Otton Hardware in Barrie, recently started a china ware section in their store. A small part of the showroom near the door was put aside and not much notice was given to featuring it specially. They were quite astonished on the building up of a very good business in this line. This was during the summer months, one of the slow seasons, so that it is quite evident that during the Christmas rush when all kinds of such goods are in popular demand, their sales will be much larger.

China forms but a single line of the numerous ones that are carried in hardware stores and suitable for Christmas presents. Another of these that should meet with good sales is all kinds of cooking utensils. This is a staple line of every hardware store and showing pots and pans in a little more attractive manner to attract the gift trade is a comparatively easy task. At this time of the year most manufacturers furnish their dealers with special holly boxes to contain aluminum, enamelware, and copper kitchen utensils of all kinds.

The task before the merchants this year will not be as it may have been during some of the periods of inflation following the war, to influence their customers to buy useful gifts. The comparative scarcity of money now assures that what is spent on gifts will be on useful ones. The whole problem is to influence his prospective customers into buying his particular line.

Silverware and utensils of all kinds of that nature provide good gift suggestions. The popular lines of silverware in the more common patterns have been found to be the best. It is often unwise, although the manufacturers co-operate with their dealers with well conducted national newspaper campaigns, to go in too much for the most recent designs. That is, it is unadvisable, to get a big stock of any one design. Tastes are so different that what one person wants, another one would not even consider, so that the safest plan is to satisfy as large a number of customers as is possible without investing too much in stock.

Another thing to be considered with silverware as a gift suggestion, is that comparatively few people can afford to buy complete sets at one time. It is more often the case that they collect a set in small units. In this case it is more advisable to not have the ware in big cases, but either loose, or for the Christmas season in small gift cases or boxes of a half dozen pieces each.

These two lines are but a small part of the big volume of a hardware dealer's gift trade. Almost every article in his store is appropriate as a gift to someone. The suggestion of a saw or a hammer or a plane, will take the eye of some shopper who may be seeking for a gift for a father or brother or friend who is a carpenter or has need for such tools around the home. Similarly with silver, many girls start their "hope chest" when quite young, and a few pieces of silver to start a set is very acceptable.

There is a great deal in the dealer placing himself, say in the position of the recipient of a gift. What would he like to receive, if he were very fond of hunting? Why some equipment for his gun room or his hunting paraphernalia, of course, would please him more than anything else. Likewise with all other lines that a hardware sells. Everything would prove in some measure acceptable to someone, so that the hardwareman has a very varied field to which to sell his numerous kinds of articles. Suggestion is the chief power in successful Christmas selling campaigns and in his windows, his showrooms and his advertising, every dealer possesses the three best methods of suggestion for gifts that it is possible to have.

GIFTS OF UTILITY IN ELECTRICAL GOODS

Electrical Appliances Should Form a Good Part of Every Hardwareman's Gift Trade this year.

AT Christmas time in particular electrical business should make up a goodly part of every hardware dealers sales. There is good money to be made from this business and, providing that the electrical manufacturers and jobbers do not combine as they have on some lines to give the electrical stores the preference in price there will continue to be prospects in it for the hardwareman. The average up-to-date hardware store contains in its regular continue to be prospects in it for the hardwareman. The stock a large number of articles that are vital to electrical installations. Because of this, there seems to be no reason why other articles and appliances should not be carried. In other words if the hardwareman is to carry some electrical lines why not all of them. There are, of course, some goods that the hardware dealer cannot carry unless he has an experienced electrician to make the installations. There are many communities that are not large enough to have large enough demands to support an exclusively electrical store. In such cases as this it is the hardware store that must carry the necessary appliances to meet what small demands that there may be. It would be a hardship to the people in these towns and villages if they were not enabled to secure supplies through the medium of their hardware store and unless hardwaremen are permitted to buy electrical equipment on the same basis as other stores this would be impossible.

As in the case of numerous lines that are sold in a hardware store, the Christmas trade provides many opportunities for the sale of electrical appliances of all kinds. A piece of electrical equipment makes a very acceptable and useful gift that cannot fail to be appreciated.

Particularly in the case of the larger articles such as vacuum cleaners, washing machines, etc., demonstrations for a very important means of building up sales. These personal demonstrations are best from several standpoints. In the first place if the demonstration is given in the showroom or in the show window it will attract interest. This is the first step in making a sale. If the person who is making the demonstration knows his business and knows the advantages to be gained from owning the particular appliance he will hold and increase the interest that he has created. In the second place, the buyer is generally looking for something that will do her work efficiently, but also be purchasable at the best price. The demonstrator should take advantage of this and he can do it by means of window cards or by explaining as he demonstrates it. He should endeavor to show off every advantage that the appliance possesses and at the same time tell with what ultimate economy the machine may be bought.

A hardware firm in Toronto that has successfully used this method is Ingram Bros., Danforth Avenue. They showed the use of a well known make of washing machine in the showroom and influenced sales to a very appreciable degree. Some of the manufacturers put out special demonstrating machines for this purpose and some even will send one of their staff to demonstrate it, so that it need not take up any of the time of the regular staff.

Although these methods are such that can be used at any time of the year Christmas time provides greater opportunity for sales. Some families buy say an electric washing machine or a range or a vacuum cleaner for Mother so that her work will be lessened. This is the business that the personal demonstrations will get. In cases of gifts such as this after each member has given his or her donation to the fund for the article to be bought, one or two of the members are appointed to investigate the values to be found. If the demonstrator is able to convincingly explain how his particular line can be operated to the most advantage and most easily, he will more than likely influence the sale.

Another form of demonstration that can only be used in the case of the appliances that can be transported easily, such as vacuum cleaners, is house to house canvassing. Because this shows the housewife, who is, after all, the one to be considered, what the appliance will do under the conditions that exist in her own house which she probably considers worse than in any other house, it will make a greater impression on her. These demonstrations can be planned by having the canvasser go from house to house, or just for the dealer to call up some of his regular customers and get their permission for the demonstrator to call and show how the appliance is operated.

Other electrical appliances of smaller types such as grills, tea pots, coffee percolators, toasters and reading lamps are very good lines to push during the Christmas season. Otton Hardware of Barrie maintain a small department in which they feature these goods at all times of the year. They display this equipment prominently in their showrooms, so that it is kept in the notice of everyone of their customers.

At Christmas time dealers can do well to enlarge upon this form of demonstration. After all, the thing that Christmas shoppers go down town to look in the store windows for is for suggestions for gifts. If the dealer arranges his windows attractively with window cards showing off the advantages of owning electrical equipment he will boost his own sales and receive the unspoken thanks of the shoppers who go out looking for such suggestions.

Electric stoves are included among the heavier and more costly electrical parts, of course. A common method and one that has been used to some great extent by a Toronto electrical firm, is to show just what an electrical stove can do. The impression in the minds of most prospective buyers is that an electric stove will not give as much heat or cook as well as the other forms of stove that she has been used to using. The biggest problem, then, is to first put this impression to flight and then later to bring out the other points of advantage. This Toronto store equip a regular kitchen in one of their show windows, install an electric stove and with an experienced cook as a demonstrator, proceed to show the passersby the quality of the cooking that can be turned out by electricity. Then this demonstrator, by means of window cards explains the other good features of the stove. Along the same line as this method of demonstrating stoves, another Toronto store on Danforth avenue recently asked their customers to bring in their dirty clothes to them instead of sending them to the laundry. They had fitted up in theid store, an electric washer, wringer and an electric mangle. By this means they were able to demonstrate all three articles and at the same time prove to their customers just what a good job that the electric appliances would make of clothes.

For the smaller goods most manufacturers provide special holly cartons that add much to the ease in selling them as Christmas gifts. If the manufacturer does not do this, it would even pay the dealer to obtain cartons suitable to pack the various appliances in, as special gifts.

"GIFTS OF UTILITY" FOR HOLIDAY TRADE

Dealers Urged to Stock Early and Push Practical Gifts to Christmas Buyers by Hardware Salesman

THE sale of a stock of Christmas goods to a hardware merchant benefits the merchant, the ultimate consumer, the salesman, and the entire hardware industry. For this reason I try and feature the holiday sales."

Thus did C. G. Gartner, veteran hardware salesman, explain his ultimate objective in influencing his customers to enter into the holiday spirit and provide presents for mother and father, sister and brother, husband and wife, and everyone in general.

"Are you preparing to carry a line of Christmas goods this year?" Gartner asks the merchant in an off-hand way.

"I can't say that I am," the merchant replies, "and, besides, this weather is too hot to think about Christmas."

"It is rather warm," the salesman acquiesces, "but it will get colder. In the meantime it might be a good idea to look to the future. I find it very inconvenient to put off until the last minute things that should be done now. The merchant who prepares early steals a march on the others.

"And right here your statement brings to mind the thought that the most successful merchants in the world are those who look to the future and make their plans accordingly. On the other hand, do you realize that you are losing the opportunity to increase the number of your clients? If you can bring a child into this store and sell him a present that is satisfactory, you have made a lifelong friend. You should have a store that meets the demands in some way or another of every member of the family, and when you fail to do this you are, to put it frankly, robbing your cash register.

"But this is only one phase of the holiday trade that is possible. You can have objects of utility for every member of the family, and increase the prestige of your establishment wonderfully. It so happens that your store is the only hardware establishment in this town, but if you fail to make progress with the times, sooner or later you are going to have a competitor, and he may force you to do just what I am requesting.

"You, Mr. Merchant, have the opportunity of supplying every home in your trade territory with Christmas articles that will in a majority of instances be a help in the home. Most of the articles that other hardware merchants are purchasing this year are those that have an intrinsic value. For instance, take these boys' tool chests: (At this juncture Mr. Gartner, with his index finger pointing at the article in question, swings his catalog up on the showcase in front of the merchant.) there are but few boys in this town who would not be interested in them, and of course they will come into your store, bring their fathers and mothers, who in turn will see other presents just as valuable for other members of the family. Why should you not enter into the Christmas trade just as the druggists, clothing establishments, and other merchants of the city are doing? In selling your wares you are doing something constructive for the community."

"I am afraid to buy a big stock of goods and have them left over," the merchant interposes. "Starting in on something new always carries with it a certain risk, and then the crops in this section may be a failure, and if that should be the case—you know the rest."

"There is where you are duly cautious, and rightly so," the salesman agrees. "I would not have you overstocked. Don't you understand that if I permitted you to do such a thing, you would hold me responsible, and I would lose forever your patronage and friendship. Start in on a small scale and then increase your orders from year to year. This is my advice, not only to you, but to every merchant I sell. Go slowly until you get your bearings."

"I guess I had better give you a little Christmas order, but I hardly know what to buy," the merchant continues.

"Well, how about a few dolls for the kiddies; you know you have got to have them; something on the order of an electric iron, reading lamp, toasters and grills for the wife; a small order of tool chests, a half dozen tricycles, erectors, small radio sets and two or three bicycles for the boys; several extra fine razors for the menfolks, and other articles we have by the hundreds," Gartner explains.

"Say, Gartner, you have got me in the notion of buying this line of goods, and you have had exeperience in making out these orders. You look the situation over and send me what you think I will need," the merchant requests. "Remember, though, don't overstock me. Be sure and watch that."

Gartner consents, investigates the local conditions from every possible stand-point, and then sends in the order, holding it down to the minimum. If the goods are sold during the holidays, and Gartner sees to it that his firm does everything within its power to assist, he places the order the next year and the next, always keeping in mind that he has created an obligation which he must fulfill.

The salesman, speaking generally, does not hold his customers down to the minimum to such an extent that their supplies are exhausted before the Christmas season has passed. Enough is enough, is his theory.

Illustrative of the foregoing, is a sale which Gartner made a number of years ago, to Walt Mason, the celebrated writer.

Mr. Mason went into a hardware store to buy a hammer and saw and, while he was making the purchase, Gartner walked in and was introduced to the well known person.

"What kind of work are you going to do, Mr. Mason?" Gardner asked.

"I have quite a lot of repairing to do about the house," Mr. Mason answered, "and I thought I would buy this hammer and saw and begin."

"If that is the case, why don't you buy an entire kit of tools?" the salesman interrogated. "You will need more than a hammer and saw."

"Do you think so?" asked Mason. "Here, let me look at one of the kits. Perhaps that would be the cheapest in the long run."

Gartner took the customer in hand, and instead of the store ringing up $4.50 in its cash register, a sale amounting to $76.85 was made in its place.

"If one will take an interest in his customers, help them in every possible way, even to the extent of giving them the benefit of his business ideas, and in the meantime remember that his firm expects him to sell hardware, he will generally come out at the big end of the horn, and recognize at the same time that he has been worth something to the profession," Gartner concluded.



Brushes bearing this Trade Mark are

Made in Canada

TORONTO



In the Rubberset Toronto Factory is found every facility and device for the manufacture of brushes by our original process of "setting bristles in hard vulcanized rubber so that they can't come out". Here skilled workmen fashion brushes which bear the trade mark "Rubberset"—the accepted standard of the world.

GRAVENHURST



The Rubberset Factory at Gravenhurst is devoted entirely to the manufacture of the wooden parts used in the manufacture of Rubberset Brushes in Canada and the United States.

The Gravenhurst factory is fully equipped in men and machinery to maintain the exacting standards of manufacture of Rubberset Brushes for every purpose.

THE RUBBERSET COMPANY LIMITED

Factories: TORONTO & GRAVENHURST, ONT.

UNLOAD GOODS OFF DEALERS SHELVES

R. W. Levenhagen, Vice President of the Glidden Company, Outlines the Various Advertising and Selling Helps Paint Manufacturers Have Arranged to Help Dealers Increase their Sales.

NO progressive manufacturer of paints and varnishes can consider the sale of his products as complete until they have been purchased from the dealer by the consumer.

The manufacturer's business in Merchant Sales lines is dependent upon the success of the dealers handling his particular line; therefore, to increase his business the manufacturer must aid and direct the retailer in the resale of his paints and varnishes.

Every sale to a consumer gives the dealer a profit, cuts down his stock, and increases his confidence in the manufacturer and the line being handled. This leads to reorders, upon which the selling expense is far less than on the original order, and is, therefore, more profitable. Every reorder from a customer is evidence of increasing confidence and co-operation on the part of the dealer, as well as a source of increasing profit for the manufacturer.

To those who have never heard of your product, your product does not exist. It is the purpose of advertising to make known to the people that you want to sell, or that you want to sell through your dealers, the name and merits of your product.

Where manufacturing and distributing facilities permit national distribution, national advertising on the part of the manufacturer is the surest and cheapest medium of increasing sales and decreasing selling expense.

This advertising tends to identify your product as standard and one in which the consumer can place confidence, thereby making it even easier for the dealer to sell your line and to sell it in less time.

Local newspaper advertising is very much desired and appreciated by dealers in the smaller towns, but should be given only a fifty-fifty basis in order to insure the interest and co-operation of that dealer, in concentrating his efforts upon your line during the duration of the campaign.

Such advertising produces the greatest results through arousing an interest on the part of the dealer in aggressively pushing the products you are advertising for him.

All forms of advertising are good and all of us would like to employ all of these various means of publicity. The individual problem of the individual manufacturer requires a close study of these various media and a wise selection.

STORE ADVERTISING TO MOVE STOCKS

Due to the fact that paints and varnishes are to most consumers rather unknown quantities, the dealer selling paints and varnishes without any selling helps furnished by the manufacturer has many questions asked him that are difficult to answer. Here is where store displays come in to make it easier to sell paints and varnishes, not only by prompting customers to purchase paint, who had not entered with that thought in mind, but also in convincing the ready prospect of the value of the material the dealer recommends.

This should be designed to answer in advance all the chief questions that might be asked by the consumer regarding the product, as well as put the questions up to the consumer who should be buying paints and varnishes, but who is postponing his purchase.

There are many types of window display material that will aid the dealer to move his stock. They do this by identifying the dealer's store with the name of the manufacturer, thereby linking his store up with the prestige and good will that the manufacturer has been striving to build up for himself and his product.

They also invite the passerby to come in to the store, examine the goods and make a purchase. There are various types of window display features that have specific duties to perform.

Window cut-outs serve as a background for a window or as a strong attention getter that flashes a message about your product and its use, to consumers on the street.

They are desirable because they permit the use of color which is what the paint trade is selling, along with protection and preservation. The well gotten up window display will tell a story in a half a minute that would take the dealer half an hour to tell without such selling helps.

Transfers and transparencies merely tend to identify the store as a point of sale for your material. They should be designed to attract the attention of the consumer who is looking for your materials and tell him, "You can get it here." They should also prompt the customer to ask for your materials, who enters the store not to ask for or about your materials, but who comes down merely to ask for paint or varnish.

A display that is mechanically operated that has movement—is always a strong attention getter, but their use is very limited owing to the fact that the initial expense for the feature is so great as well as the great amount of work entailed in installing, watching the feature in operation.

They cannot be generally distributed, therefore, they must be routed throughout certain territories. They can be used however, to advantage in holding special campaigns.

Agency signs and road signs for outdoor use are a means of identifying the dealer as a paint and varnish dealer and enable the dealer to link up with the reputation for service and quality that you as a manufacturer have built up for your product.

Panel displays or racks for paints and demonstration panels for varnish stains, etc., are essential to the paint dealer who serves an intelligent class of trade and is bent upon increasing the business by paint and varnish sales.

These displays should be made so as to identify the product easily, to show the color accurately and to serve as silent salesmen over a period of years.

Varnish, wood stain and other demonstrations of this character should tell in detail how the finished result was obtained so as to make it easy for the dealer or his store salesmen to answer questions readily and accurately regarding varnishes and means of obtaining certain, desired finishes.

All of these features should carry your name as manufacturers prominently as a further evidence of your guarantee of quality and also as an additional selling force that ties up with the impression that you, as a manufacturer, have already created in that community—an impression of quality and dependability, makers of a standard product.



"Save the surface and you save all" *Paint & Varnish*

The Seven

Floglaze

lines are

Exterior Finishes
Home and Farm Finishes
Art Shades
Velvet Finishes
Porch and Veranda Floors
Lac Shades
Auto Finishes

Registered **Floglaze**

The Finish That Endures

Velvet Finish

(The Can with the Orange and Black Label)

There is no limit to the sales possibilities of a decorative material such as **Floglaze** Velvet Finish. This dull mat enamel is in strong demand for the finishing of walls, ceilings, woodwork, etc., of homes, hospitals, schools, churches and such like.

Owing to its unique composition, **Floglaze** Velvet Finish produces a dull lustre in a natural manner. This dispenses with the usual necessity of rubbing or polishing. Being readily washable without injuring the finish, enables bright, sanitary conditions to be maintained at all times.



Floglaze Velvet Finish furnishes a powerful lever for the increasing of profits in your paint department.

Our dealer's booklet "A Guide to Larger Profits" describes Floglaze Velvet Finish fully. Write us for this book.

THE IMPERIAL VARNISH & COLOR CO. LIMITED

HEAD OFFICE **TORONTO** CANADA

MONTREAL **WINNIPEG** **VANCOUVER**

Eastern Distributors:
PAINT & VARNISH LIMITED
MONTREAL
243 Beaver Hall Hill

Sole Distributors for Manitoba, Saskatchewan and Alberta
MILLER-MORSE HARDWARE CO. LIMITED
"THE BIG WINNIPEG HOUSE"

Distributors for British Columbia
THE SHORE-WALLACE CO. LIMITED
155 PENDER STREET WEST,
VANCOUVER

Other inside store displays can include racks for assortment materials; all forms of selling literature on various lines with containers for same; counter displays, shelf strips, little counter cut-outs; store hangers; store posters; and endless variety of wooden, metal, paper or cloth features calling attention to your materials and prompting inquiries on the part of those who might be interested.

It is in connection with the distribution of window and store sales helps of this character that all paint and varnish manufacturers selling to the retail trade can take advantage of the additional services offered by the Clean-Up and Paint-Up Campaign. Through their salesmen they can obtain a wider use of the lithograph window trims, banners, truck signs, etc., that the Clean-Up and Paint-Up headquarters are prepared to distribute to all dealers or organizations willing to make use of them in connection with paint and varnish windows or sales campaign. The use of these features in addition to whatever features the manufacturers may supply will all tend to make this form of local advertising more productive of actual results in sales of paint and varnish.

Here lies a great field of creative advertising, that has as its goal the production of selling helps that are so irresistible they make every customer that enters the store, no matter what they come to purchase, ask about your paints and varnishes before leaving.

NEED FOR EDUCATIONAL WORK

To sell anybody's paint or varnish to any customer, who is not intent upon buying paints or varnishes, requires salesmanship. We all know that salesmanship requires intimate knowledge of our products, their uses, their quality, their methods of use and their prices. We require our salesmen to be thoroughly posted on all of these points, but how many paint and varnish dealers, among the thousands now selling paints and varnishes, really know and are bubling over with these facts about all of the paint and varnish products that they sell? And it is not their fault in most cases if they're not well posted.

The manufacturers, through their salesmen, should do everything possible to simplify paint and varnish selling without ignoring important points. By cultivating the clerks, as well as the dealer in every store, our salesmen can build up a loyalty to us and our line that will result in enthusiasm over it and a desire to sell some of it to every one who comes in. This enthusiasm will also arouse an interest in all of those products and lead to a study of the various booklets, folders and special propositions that we develop for the purpose of giving the necessary information to the dealer and consumer, all of which will lead to a more satisfactory knowledge of our line and the ability to interest the prospect, sell the right product, and give correct information as to its correct use for obtaining best results.

If we in the paint and varnish industry can arouse the interest of the men who are actually back of the counters, in all stores, that handle other articles along with paints and varnishes, up to the point where they will realize the volume of business they do in paints and varnishes and how profitable their paint and varnish department is, we will have them pushing paints and varnishes harder in comparison to the other lines they are carrying in the store, such as general hardware, cooking utensils, stoves, guns, furniture, etc. The salesman who can get these results in the store of one of his dealers knows one of the best ways of securing more rapid turnover.

In the hardware stores where the largest part of our product is now being sold, we are competing with every other item in that store, and for years every one in the paint industry has been working toward the end of getting the paint department up to the front of the store. It is becoming easier and these departments are being moved up now, but if we put it up to our salesmen and have them in turn put it up to the trade that there is no other line in the average hardware store that has anything like the publicity that has made anything like the impression on the consumer as the Save the Surface Campaign has done for paints and varnishes, no matter whose they are, it will be just that much easier to get the whole-hearted co-operation of that dealer and his salesmen to co-operate to that extent.

Get the Paint Department up front; get them all thinking in terms of paint, as well as in terms of general hardware and gradually get to the point where they sell hardware with paint instead of paint with hardware.

The various suggestions that have come out today have covered that point quite thoroughly, but it is so important, when taking up this subject of moving the dealer's stock, to his profit, that it can't be referred too often.

Personal solicitation by the manufacturer's representative in the interests of the dealer, is always productive of good results. rPactically everyone in every town is a prospect, for the needs for paint and varnish are universal. But as a rule the most intensive work is directed upon the painters, building contractors, architects and any list of property owners that might be submitted by the dealer. Orders so taken and delivered through the dealer bring new customers and serve as concrete evidence of a manufacturer's interest and co-operation.

The manufacturer has a great opportunity to help many of his dealers to speed up the turnover on their materials by supplying them with suitable means to enable them to put their proposition, as well as our proposition, right up to their customer by a personal letter delivered through the mails.

There are two ways in which this can be done. One is by literature and letters sent out by the company recommending your goods and your dealer, or by the dealer on material furnished by the company. In the latter case the letter is from the dealer to the consumer and recommends your products. This appeals greatly to the dealer, because it is his own advertising and for this reason it stimulates him to greater activity in trying to sell your line. This means imprinting all features for each particular dealer, but in the long run it pays.

This kind of work may be done by letter or through folders, calendars and other advertising features intended for distribution among consumers, but it all helps to sell your products by letting your dealer's customers know what you make, what to use it for and how to use it. Knowing this about your product and less or nothing about other materials naturally makes it easier for the dealer to sell your paint and varnish more quickly.

All these sales helps and all of these methods of moving the manufacturer's goods off the dealer's shelves cost money which is charged to advertising or promotion.

Business can be done without the use of any of these helps, but it cannot be done in the volume and with the regularity that characterizes well supported lines of paints and varnishes, on which the margin of profit per sale may be lower. More sales at less per sale means a bigger profit on capital investment at the end of the year.

All of these methods mentioned aim to increase the number of sales, cut down the time required per sale and make for a permanent and increasingly profitable paint and varnish department.



THE Fall Season is the ideal time for painting and varnishing. Don't let your customers wait till Spring to have it done. Give them these good, sound reasons for using paint and varnish now:

—because of proper weather conditions.

—surfaces are now in their most receptive condition, practically every trace of moisture having been eliminated by the summer sun.

—the wood being dry it absorbs more readily and the paint holds better.

—a surface needing protection should never be allowed to go over the winter without it.

—property needs more protection during winter than at any other time.

The Save the Surface advertisements now appearing advocate Fall Painting. But this is not enough. Each merchant must put his own personal effort behind the idea if he is to get the best results.

The development of Fall painting ensures you a more evenly distributed and profitable Paint and Varnish business.

Save the Surface Campaign

43 St. Sacrement Street Montreal, Que.

84

Cool Weather and Radio Sales

Christmas Should Prove to be a Big Season for Radio Equipment.

DESPITE the continual predictions of those who do not believe in the big future of radio, dealers report larger sales with the coming of cooler weather. This further activity in the sale of radio supplies is sufficient proof that the wireless telephone is not merely a passing fancy, a plaything to be cast aside after it has been used for a short time, but that it has come to stay. The fact that sales are increasing again very perceptibly proves without a shadow of a doubt that radio has made a much greater impression than as a fancy on the minds of those who are interested in it. For the dealers who were so fortunate as to get interested in it at the start, it is a very remunerative reality.

There does not seem to be any reason whatever why radio should lose popularity any more than pianos, phonographs, or theatres. With the exception of the former, perhaps, they are all forms of amusement. The radio is more than a form of amusement, because it shows promise, when it is finally perfected, of being a big asset to business men. There are already, in some parts, plans formed to broadcast code messages of market reports and other items of extreme interest to merchants and other forms of business. As far as amusements are concerned the radio broadcasting stations are able to compile a program of all forms of music, lectures, sermons, reports, and stories that are of interest to the great majority of people; whereas a musical instrument may not possess the same attraction for all people. The receiving apparatus is the part of a radio set that is being worked on the most for perfectation. When this is perfected to such an extent as to eliminate the bad features that make receiving in some cases objectionable, the radio will have made itself a place in every home.

There are few people today who have not witnessed the advantages of radio. Because it is so widely known, it cannot be the novelty of it that is promoting sales. It is that it is in actual use in a large number of homes. One Toronto merchant in the downtown section who has built up a name for himself with radio business watched very closely his sales of radio supplies and sets during the latter part of August and September. On the very warm days he noticed that his sales dropped below the average, but on the cool days they increased remarkably. This typifies the hold that radio has taken on the indoor life of a great many people. Now is the time that dealers should be going after radio business.

It has been said that if radio enthusiasts know that a dealer carries radio supplies his stock will sell without further worry. This has been found to be quite true by the dealers who carry radio stocks. Because of this, a window display is probably the best means of advertising that a dealer can adopt. A display of parts of this product, no matter how poorly they are arranged in the window will attract attention. The notice that the permanent window display that Aikenhead Hardware, Toronto, maintain, although it may not be a particular masterpiece of window dressers art proves the interest that radio has stirred up. The whole thing is that their window is filled with a well arranged and complete stock of articles that the public are after.

The Christmas season provides many opportunities for the radio dealer. As this is the first Christmas since the coming of the radio into Canada, the dealer cannot base his campaign on the success of other Canadian dealers in other years. However, a dealer with the suggestions offered by his Trade Journal and the ideas that he thinks up himself can very easily build up a big holiday trade in this product.

A radio set should be advertised as being the ideal gift. Showing it in the light that unlike other gifts, it can be given as a gift to the whole household it should promote sales. It is of interest to Mother because some stations broadcast household helps and then again in the evening she can sit down and listen to a good concert in her own comfortable chair without the necessity of getting dressed and going downtown to the theatre. Dad can hear the market reports or the latest news. Big brother can get the latest sporting news. Sister can listen to accounts of the new dress styles and there are always bedtime stories for the little ones. It can be readily seen from this that the home is the great market for radio sets and Dad is the one who is to be interested. If the dealers plan part of their campaign for the men of every home, featuring a complete radio set for the whole family instead of a separate present for each member it should bring good business. For this end of the trade, stress should be laid on the ease with which a set can be installed and operated and on the cost. The cost of a good set is comparatively small and this will be of particular interest to him at this time of the season when he has so many other demands on his pocket.

Another end of the Christmas trade is that of parts for complete sets for boys and for those who desire to interest themselves in erecting their own set. As there are numerous sets of toys on the market that are sold to create in the boys a desire for building their own bridges and houses, etc., why not a complete set of parts with directions as to how to erect their own radio sets? This prospective business should form a great part of the dealer's sales, because parents are often at loss what to give to their sons. If the dealer puts a set of radio supplies before them and explains that in addition to giving the boy something to play with they will be giving him something that will unconsciously teach him some of the elements of electricity that may be invaluable to him in later years, they will be influenced to purchasing that for him.

To demonstrate the simplicity of the operation of a radio set the dealer can arrange a good Christmas window. This can be done with the wax figure of Santa Claus in one corner of the window surrounded by imitation snow and with his pack filled with radio supplies with a radio receiving set. In the other corner of the window can be shown the home in the city or town with a wax figure of a small boy or girl transmitting a message to Santa Claus to bring some radio supplies for Christmas. This idea can be enlarged on or changed as the dealer wishes. Although the ideas of a private transmitting plant is not yet practicable, except at some cost, it will serve to exemplify the simplicity of the operation of a radio set as well as to show what the radio may yet develop into.

Other effective window displays can be planned at small cost. The dealer would be wise to bring out wherever possible, facts concerning the wide interests covered by a radio set and the simplicity with which a set may be assembled and operated.

The idea of dealers giving concerts is being adopted by other radio dealers. A merchant on Danforth avenue has the horn of the magnavox out over the street, so that the radio concerts can be easily heard as far as a block away. This method is quite a good one for promoting further interest in the minds of the passersby concerning this invention.

As it is such a new product, the successful building up of a big business depends in some measure, on the originality of the dealer. However, no matter whether the dealer carrying these supplies takes time to feature them, as long as they are kept where customers may see them they will be sold.

On The Press—Not Quite Ready For Mailing

A NEW AND COMPLETE BARGAIN PRICE LIST OF RADIO SUPPLIES AND EQUIPMENT

Send us your name and we'll see that you get your copy.

Buy your Radio Supplies from Canada's leading manufacturers of Radio Equipment and buy at a price that will leave a wide margin of profit.

RADIO SUPPLIES SOLD HERE JVE ASK FOR THIS LABEL

SEND YOUR NAME NOW

The Jack V. Elliot Company, Ltd.

HAMILTON - - ONTARIO

Canadian Distributors—The Mullard Radiovalve Company, Limited, England.

CONDENSERS
GRID LEAKS
RESISTANCE
Dictograph
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FAMOUS Trade Mark RADIO MULLARD VALVE BRITISH MADE

"ORA" Receiving Valves.

DETECTOR VALVES
AMPLIFIERS
POWER TUBES
RECTIFYING VALVES

"BUNGALOW" Units, Complete Receiving Sets.
BURGESS "B" BATTERIES, all voltages.

DICTOGRAPH LOUD SPEAKERS, the finest ever, price $27.50
RADIO TRANSMISSION SETS.

MULLARD VALVES — NOISELESS — ECONOMICAL — EFFICIENT — ONCE USED ALWAYS PREFERRED

POWLEY & MOODY, LIMITED

TORONTO — CANADA

510 Hastings St. W., Vancouver, B.C.
826 Tegler Bldg., Edmonton, Alta.
214 C.P.R. Bldg., Saskatoon, Sask.
304 Guarantee Bldg., Montreal, Que.

TOMLINSON & FORBES

Manufacturers of

High Grade Radio Parts

Service Quality Price

"T & F" parts are made under these conditions. We specialize in Triple Coil Mountings, Plugs and Lateral Coils. T & F parts are stocked by the best stores Have you ordered yours? Price list on application.

28 Duke St. TORONTO, ONT.

Complete Line of

Wholesale Radio Supplies

WHOLESALE DEALERS ONLY

TORONTO RADIO COMPANY

147 Victoria Street, TORONTO

FANS FOR WARM AIR RESIDENCE HEATING

R- W. Menk, President of the Western Warm Air and Supply Association, Predicts a New Era in the Furnace Industry as a result of attaching Fans and Blowers to Warm Air Systems.

Many furnace manufacturers and installers are beginning to realize the very great advantages of attaching fans and blowers to warm air heating systems.

Fans and blowers, of course, have been used for many years in combination with warm air furnaces on the larger types of installations but opportunity is now knocking again at the door of industry advocating fans and blowers on the smaller warm air furnace, and those who are hearing her are realizing more and more the immense possibilites that the fan and blower offer.

The great advantage of the fan or blower is to overcome the difference in weight of the cold and warm air and to cause the entire air in the building to circulate in a natural manner, thereby overcoming the cold air pressure and not only heating the building more quickly, but preserving the life of the heater. As soon as the air has had an opportunity to gain the velocity the fan is capable of giving it, the fan may be shut off and it will require several hours before the velocity of the air has again dropped back to normal gravity circulation.

The reason for some past failures as I see it, was that they tried to blow air into the casing in a way that when a certain pressure or resistance was created the air would back up at the sides of the duct and was again blown into the casing, churning the air.

To illustrate my point, let us assume a cold air shoe sixteen inches deep and forty inches wide into which we place a twelve or fourteen-inch propeller fan. We start the fan and as the air is being drawn down into the cold air duct and blown into the casing by the fan, it strikes ashpit of the furnace and as the air accumulates in the casing it is easier for a portion of the air which strikes the ashpit to return back into the shoe along the side of the fan, therefore not getting the maximum air delivery that the fan was able to furnish.

This condition, of course, can be easily overcome by putting dampers at the side of the fan but this involves a hazard to the furnace, if the dampers are to be hand operated, on account of the possibility of the attendant forgetting to change the dampers which, if forgotten when the fan was stopped, would not allow sufficient air to circulate over the furnace and would naturally injure the castings. Therefore, any device that is not automatic with the fan should not be used or advocated.

Another condition that arose was the injury of the motor. If the fan was hung in the shoe too close to the furnace the heat rays from the firepot heated up the fan and motor tosuch an extent as to melt or dissolve the insulation in the motor and cause it to be burned. This was especially true after the fan had been stopped and the firepot of the furnace was still red hot.

There are at this time several styles of fans outfits on the market that I am told are giving excellent results and and from what I can learn, overcome the conditions just alluded to. The outfits I refer to do not, however, meet all the conditions that arise on a warm air job or in other words, are not universal.

Suppose there are two or three cold air returns from different parts of the building. How will it be possible to make them all function properly without the necessity of two or three fans? There are three ways, as we see the situation: Combine all of the returns into one duct or cold air room, which often is not convenient to do; increase one of the ducts to the full area of the warm air leader pipes; or use a certain patented device now obtainable for any make of furnace at a moderate cost.

The suggestion may arise in your mind to put dampers in the other ducts and to draw all of the air that supplies the furnace through one duct. This method can, of course, be used and the dampers could also be operated automatically with the fan but the circulation will not be nearly so satisfactory and if the duct that the fan supplies is to one side of the furnace, the distribution of air in the casing will not be nearly so uniform.

I believe that what I have said will give your a fairly clear conception of what is necessary to obtain best results.

As we see the situation it is possible to get three times the capacity out of a fan job as against the average gravity job and here is where I want to caution everyone who hears or reads this statement. Don't put in a small furnace and expect it to do the work of one that should be two or three sizes larger, for it will not only run up the cost of the electrical energy but the rapid burning of fuel will involve more frequent attention and will increase the fuel consumption on the average job to the extent that the added difference in the original cost between the smaller furnace and the proper size for gravity work will be nearly consumed in one season. Please get this firmly fixed in your minds and advocate the proper size furnace if you want to see that warm air gets its just dues.

ELECTRICAL GIFTS FOR ALL

Every person that comes into your store from now until Christmas eve is in the market for one or more of the electrical appliances you carry. Get your stock on view. It is good-looking merchandise, and can be polished up so that one cannot pass it by. Have all of your salesmen talk electrical goods to every customer.

Make up a list of electrical presents suitable for the man, the housewife and for young people. Have the sales staff familiarize themselves with the list. When a customer intimates that he seeks a present for his wife, concentrate on electric irons, toasters, electric grills, percolators, chafing dishes and vacuum cleaners. You may find that the lady in question has one or two of these items. If so, work on things that she has not got, and show her husband the saving of time, the economy of operation, the cleanliness and efficiency of these electrical devices. You can also appeal to the man if the device is used in the preparation of food. Tell him of the superiority of electrically percolated coffee, or of electrically toasted bread. Show him how a more appetizing meal can be completely cooked on a small electric grill or table stove. An electric curling iron or a boudoir lamp will give pleasure to any woman.

A Real "Gift of Utility"

You should have a stock of **TEA TRAYS** for the holiday trade.

This line will attract people to your china department.

PLACE A TRIAL ORDER NOW and ask for catalogue "P"



No. 157 TEA TRAY

Beautiful patterns of wall paper under glass. Frame finished in Fumed Oak, Mahogany or Walnut. Brass handles.

No. 157 GLASS SIZE 12 x 16"
No. 158 GLASS SIZE 14 x 18"
No. 150 GLASS SIZE 16 x 24"

STRATFORD MFG. CO., Limited
STRATFORD, ONTARIO

We are now manufacturing here and can give immediate delivery on

Radio Supplies

including complete Receiving Sets and all component parts and equipment.

Motor Sundries Corporation
Limited
414-420 Eastern Avenue
TORONTO

Canadian Radio Electric Co.

Specialists in the manufacture of

RADIO SETS

We have been manufacturing Radio parts and sets for years in the best quality of material, by expert workmen.

Our Concertwave Receiver Type CR. Ten is the most up-to-date on the market. Guaranteed to give perfect satisfaction, and is easily operated by anyone.

If you want the best—write to us for our liberal proposition to dealers and jobbers.

Our money back guarantee stands behind every piece of apparatus we sell.

Write to-day for our latest Radio Apparatus bulletin.

Canadian Radio Electric Co.
Withrow Park near Logan Ave.
Toronto, Canada
PHONE: Gerrard 3027



The "Reliable" Variable Switch

is the solution to the wireless battery problem.

By pointing the regulating arm to the voltage required (as indicated on dial), the voltage is increased while the amperage current remains the same. With the "Reliable" Variable Switch the Negative and Positive leads may be kept stationary.

Ask to see the "Reliable" Variable Switch at your Radio Equipment Dealers—you'll decide then to own one.

Use "Reliable" Unit 9122 or 9222 for Peanut Valve Filament.

Manufactured only by
The Dominion Battery Co., Limited
Toronto - Montreal - Winnipeg - Calgary - Vancouver

Window Display That "Sold The Sidewalk"

Keys & Co., Toronto Hardware Dealers, Make a Window Display of Brushes that Halts Attention and Made Sales.

One of the finest window displays of brushes ever seen in Toronto—and we think the reader will agree with the statement after looking at the accompanying photo—was that made by Keys & Co. within the past month in their store at 592 Bloor Street West. Seldom has a better grouping of brushes, or other staple lines, been arranged into an harmonious whole.

The idea of the window dresser was to make not only an attractive display, but one that would hold the attention and induce sales. It did both. Mr. Morrison, the manager of the store, stated to our representative that he could trace a number of sales directly and indirectly to this particular window display, and that at all times while the window was in there was a crowd of interested spectators. Especially in the evenings were there numbers of men grouped about the window.



Window display of brushes made by Keyes & Co., Bloor Street West, Toronto.

A glance at the display will show what a harmonious picture was made of the varied styles and colors of the brushes. In the grouping were brushes for all paint uses from the whitewash brush down to the striper.

The background of brushes was arranged on the panel before being set in the window. A frame of brushes with semi-circular corner-pieces of brushes enclosed circles and part circles of other brushes. This design allowed of a similar grouping of brushes on the floor of the window. The Boeckh "boar's head" trade mark occupied the centre of the display and the "Rubberset brushes" and "Made in Canada" mottoes were as well prominently displayed, for the company want all users of brushes to know that all their brushes are set in rubber and that all their products are made in Canada. The "master painter" on the pedestal and the illuminated globe were featured in the floor display.

Asked as to the effectiveness of the display, Mr. Morrison stated that it certainly brought the lookers to the window; that it held their attention; and that it made sales, as the cash receipts from the brush department showed. Not only did it bring sales while the display was on, but sales of brushes in the store have averaged higher in volume since then than before the display was put in.

Asked as to how the display fitted in with the "Save the Surface" campaign, Mr. Morrison was not so sure that it linked up with that movement at this particular season. If such a display was made in the spring, though, he said, it certainly would fit in; for then with housecleaning and general painting quite the vogue, a display of brushes would undoubtedly stir up paint sales in addition to making direct brush sales.

Keys & Co. a short time ago changed the front of their store by moving the door from the side of the single window and placing it in the centre, thus allowing two deep windows to be made, one on either side of the doorway. It was in one of these remodelled windows that the brush display was made.

It speaks well for the display when it is stated that the spectator had to go in off the sidewalk into the doorway to get a good view of the window, and that at no time, while the store was open at least, was the passageway entirely free from onlookers.

TO PUSH "SAVE THE SURFACE"

Winnipeg hardware and paint dealers and their salesmen have organized the Winnipeg "Save the Surface" Association and will hold a series of meetings intended to extend paint education so that dealers and salesmen will be better equipped to give instructive information regarding paints and varnishes, while another object is to work as an organization to increase the volume of paint business in Winnipeg and territory by getting solidly behind the "Save the Surface" movement.

Leading paint and brush manufacturers and experts will be asked to deliver addresses before the Association during the winter months and a series of question box discussions are also planned.

John Drew of the the Winnipeg Paint & Glass Co., has been chosen chairman of the Association, while an executive of six, two manufacturers, Mr Horton of the Glidden Co., and D. McIver of G. F. Stephens Co., two hardwaremen, C. C. Falconer and W. A. Templeton and two retail paint salesmen, J. Coplett and J. W. Black complete the executive.

TOO MANY HARDWARE STORES

The Toronto Retail Hardware and Paint Club, at its October meeting, took up for discussion the editorial in the September issue of Hardware and accessories referring to the many new hardware stores being established in Toronto and questioning the wisdom of so many being established.

President H. N. Joy, vice-president Frank Jackson and others took part in the discussion, pointing out that the evil was very vital and serious to the trade and urging that jobbers were doing injury to retailers and themselves by assisting so many hardwaremen to start in business.

A discussion also took place on the advisability of paint manufacturers and jobbers selling to consumers and others at wholesale prices, several of the speakers contending that painters and decorators who buy for their customers are not entitled to as close a price as the hardwaremen who carry a stock of goods for resale.

PROTEXALL LEAF SPRING OILER

The Protexall Co., Abingdon, Ill., is now offering the hardware trade, the "Protexall" Leaf Spring Oiler, illustrated herewith. This oiler is manufactured under the Gruss patents and this type of spring oiler has long been an established article in the automotive trade.

The application of this device literally provides a constant oil bath for the moving leaves of the spring to which it is applied and has been found to be the most simple and effective manner to secure proper lubrication.

The devic consists of a metal container holding a pad of felt against the edges of the spring. The saturated oil pad supplies a constant flow of lubricant between the moving parts.

The device is dust proof and requires no adjustment after installation and is claimed to last longer than the life of the car. A special size is manufactured for Ford models.

Trade News From Coast To Coast

A Monthly Summary of News Among Dealers, Jobbers, Manufacturers and Allied Interests –

ALBERTA

Lougheed—The Lougheed Hardware has been burnt out.

BRITISH COLUMBIA

Vancouver—The Standard Stove, Range and Furnace Repair and Sheet Metal Works, has been organized.

Vancouver—The Jamieson Hardware Co., has been incorporated at $50,000.

Vancouver—The Mystic Heating Co., have begun manufacturing gas heaters.

MARITIME PROVINCES

Halifax, N. S.—Charles H. Potts, a director of Brandram-Henderson, Ltd., died recently.

Truro, N.S.—McMullen Hardware has been opened by John R. McMullen.

ONTARIO

Cobalt—The George Taylor Hardware Co., whose store was destroyed by fire a month ago, request manufacturers to supply them with new catalogues to complete their files.

Coatsworth—W. F. Beattie, hardware, has been succeeded by John Goodison.

Dresden—Sharpe Bros., have succeeded W. J. Jelfs, hardware.

Englehart—H. N. Williams, hardware, destroyed by fire.

Haileybury—Norfolk & Rochester, hardware, store destroyed during recent forest fire.

Haileybury—Reilly-Allard Hardware, also destroyed by fire.

Ottawa—Evans Hardware Co., have opened a store at 1098 Wellington St.

Ottawa—S. & S. Higham, Ltd., have commenced a hardware, painting and decorating business at the corner of Wellington St. and Huron Ave.

Hamilton—H. J. Stamhaugh, Jr., has been appointed general sales manager of the Burlington Steel Co., Ltd.

Toronto—The retail store of the United Farmers' Co-operative Co., on King St., East, has been closed.

Toronto—Atlas Iron Wire and General Metal Works, Ltd., has been incorporated at $40,000 to manufacture metal products.

Toronto—Jas. Tait succeeds Johnson & Tait, hardware.

Toronto—The Ideal Furnace Co., have moved their plant to Erin, Ontario.

Toronto—E. Evans & Co., incorporated at $40,000 to make hardware specialties.

Perth—W. G. Butler, hardware, is removing to Ottawa, Ont.

St. Thomas—Lewis and Harold Holton have taken over the tinsmithing and heating department of Ingram & Davey, Ltd., of which department they were foreman and assistant foreman. The business will be conducted in the same quarters and under the name of Lewis & Holton.

St. Thomas—Ingram & Davey, Ltd., retail hardware, has been re-organized. George A. Ingram, former president, is retiring, while George W. Davey, former vice-president and general manager, will be president of the new firm which will be known as the Davey Hardware Co., Ltd.

Wingham—A new hardware store is being opened by H. J. Thompson and Harold F. Buchanan.

QUEBEC

Donnacona—Edmour Cote, owner of the hardware business of Cote and Frere, is dead.

Montreal—Lambert Hardware Co., 2552 St. Hubert St., are erecting a new store to cost $20,000.

Montreal—Chas. J. Walker and E. Leslie Seybold have formed the hardware firm of Seybold & Walker, Ltd., to carry on the business of the late John B. Seybold.

Quebec—The hardware firm of Herman Young Co., has been dissolved. A. J. Teakle acquires the total assets. Herman Young is retiring.

SASKATCHEWAN

Abbey—The Minor Hardware and Motor Co., Ltd., has been incorporated.

Rosetown—Graham Bros., have bought the hardware business of C. B. Phillips.

INDIVIDUAL ALUMINUM TEA POT

An individual tea pot of two cup capacity is being offered by the Aluminum Specialty Co., of Canada, Ltd., John Street, Toronto. This is said to be the first tea pot of small capacity offered the trade, the usual size being 3 pints. The design is attractive and for hotels and small families, where only one is to be served, the "individual" pot will be very popular.



Individual Aluminum Tea Pot.

ELECTRIC SKATE SHARPENER

The Luther Grinder Mfg., Co., Milwaukee, Wis., are offering the trade the number 340 Electric Skate Sharpener, sold complete with quarter horsepower electric motor with bronze bearings, complete with cord and socket. The clasps holding the skate rests on a wooden table which is hinged, and it can be adjusted, thus allowing for various thicknesses of skates. A four-inch Dyno-mite grinding wheel does the sharpening, while a felt polishing wheel, five inches in diameter, is also connected to the motor shaft for polishing rusty skates.

EQUATOR ELECTRIC HEATERS

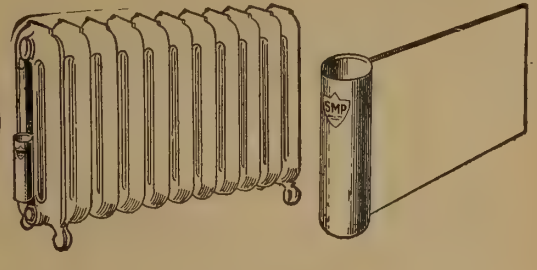
The Equator Mfg., Co., Hamilton, have introduced a small sized portable electric heater known as the Equator, Jr., A7, with a capacity of 600 Watts and having an eight inch reflector. They're larger size, number A7, being 600 Watts and having a 12 inch reflector. The highly polished solid copper reflector makes a very cosy effect when in operation and is adjustable to any angle. An eight foot cord is supplied with the larger heater and a six inch cord with the Equator Junior.



Equator Junior Electric Heater.

NEW RADIATOR HUMIDIFIER

A new radiator humidifier has been placed on the market by the Sheet Metal Products Co., of Canada, Ltd., Toronto, a two quart evaporating pan 18 inches long by 9½ inches deep being made to fit in the upright sections of a hot water or steam radiator, this being connected with a supply can three inches in diameter by 9½ inches high. Experiments show that one quart of water per day is evaporated with this humidifier in a cold temperature, thus making the air in the room much more healthy and pleasant. The humidifiers are being made in one size only, fitting all but very low radiators, while on long radiators, two humidifiers, one at each end, can be used if desired.



New Radiator Humidifier.

HARDWARE MARKET SITUATION

Business is improving; though collections are not good. There is a growing under-tone of confidence and dealers generally are working harder for success.

The coming Christmas season has already made most holiday lines active, and a great number of merchants all over Canada are making early showings of their wares. One Toronto dealer has a sign prominent in his window, which is filled with Christmas goods, reading "November is a good month to buy in." It is just one indication that some dealers at least are thinking of their future.

Car shortage is still the cry from manufacturers and jobbers. This of course means the holding of shipments and deliveries. Money is tighter, and rates have advanced. This because of rather poor collections.

There is the usual list of price changes—declines and advances, and some next year's quotations are announced.

New prices for 1923 screen wire cloth with this season's line. New prices are also out for next season's hay knives at exactly the same prices as prevail at present.

Harvest tool prices for 1923 are out at the same discount as this year —60 per cent. No additional 5 per cent. discount is offered, however, for early booking.

New hay rake prices are out for next season at present quotations, and the new 1923 scythe prices show at prevailing figures, with some scythes showing a decline. Reaping tools are another line showing their 1923 prices.

Manufacturers of automobile tires during October announced a decline approximating five per cent. on practically all makes of tires. Competition is said to be the reason for the decline. In addition to the lower price a better discount is as well given to dealers.

Four declines in gasoline prices of a cent a gallon each time are noted during the month. Lessened demand is the reason for the easement. Owners of cars are beginning to store them for the winter, or, at least, are not using them so much as in the warmer summery days.

As though keeping company with gasoline, plumbers' solder and cotton twines have each had two advances during the month.

Window screens and screen door prices for next season are out, but prices are practically the same as for the 1922 season.

Turpentine prices made a sensational climb during the month, and came close to, if it did not touch, record quotations. Linseed oil also made a big advance in price during the past four weeks.

The iron and steel industry across the border is experiencing operating difficulties, but production is increasing. Production is about 75 per cent. up to capacity. Box cars are scarce; these being wanted for grain moving purposes. As a result sheet mills are unable to move their current output.

Another factor is the shortage of labor in the Pittsburgh area. Dispite this, October established the largest monthly gain since the war period. Coal stocks are subnormal.

In last month's issue in publishing the new lawn mower prices for 1923 we omitted to mention the discount of 25 per cent. on the Taylor-Forbes line. We give this belated announcement here, however, hoping no inconvenience has arisen from the omission.

The important changes since last issue follows:

DECLINES

Sandpaper and Emery Cloth—Lower. B. & A. emery cloth, list plus 7½ per cent.; B. & A. and Star sandpaper, discount 17½ per cent.

Gasoline—Down four cents a gallon to 30 cents.

Cement—Declined five cents a barrel. Now at $3.63 per barrel, carload lots.

Auto Tires—Declined about 5 per cent.

Screen Wire Cloth—A slight decline is noted on the new 1923 prices recently issued. The new base quotations are—Black, 12 mesh $2.65 per hundred square feet; Galvanized, 14 mesh, $3.75; Bronze, 14 mesh $9.50. Fifty foot rolls are five cents additional.

Rope and Cordage—Down a cent a pound.

Drills—Revised discounts show declines on practically all kinds of drills. But stock is at 52½ per cent. instead of 50; straight shanks are at 57½ and wood drills at 52½.

Snaths—A slight reduction is noted on the new prices issued on scythe snaths. Loop and bolt, No. 1, are now at $16.25; No. 2, $15.60; No. 3, $14.20. Ring and Wedge, No. 1, are at $14.85; No. 2, $14.20; No. 3, $12.85. Patent loop and bolt, No. 00, are at $17. Cast steel snaths are $15 a dozen; Golden Clipper, $16; and Little Giant, $17.

Reaping Hooks—The new 1923 prices show about the same quotations as prevailed this season. No. 2 are at $3.90; No. 3, $4; No. 4, $6.50; with Barden and Little Giant at $6.50.

Oakum—A decline of 30 cents a hundred pounds is noted on plumbers' oakum.

Sheets—Galvanized sheets show a decline of from 10 to 25 cents on the range.

Canada Plates—Lower about 35 cents a box.

Eavetrough—Lower by a cent a foot.

Side Lace Leathers—Lower by 20 cents a pound.

Stewart House Clippers—Now at $12.75; were $14.

Clothes Pins—Declined 10 cents a case.

INCREASES

Fuel Oil—Advance a cent.

Hot Blast Heaters—Advanced about 50 cents each. No. 20 now at $45.15 a dozen.

Carpet Felt—Increased ten per cent. Now at $4 per hundred pounds.

Building Papers—New and higher prices on building papers and sheathings.

Ready Roofing—Advanced ten cents a roll on No. 1 quality and five cents a roll on No. 2.

Agricultural Wrenches—New discounts issued show prices slightly higher than a month ago. The new discount is 47½ and 2½ per cent. off, as against 50 and 2½.

Cotton Twine—Up four cents a pound. The new prices are: Balls, five-pound sack, 3-ply, 58 cents a pound; 4-ply, 61 cents. Cones, 3-ply, 54 cents; 4-ply, 57 cents.

Nuts, small sizes—Advanced about 15 per cent,, the discount now being 32½ from list.

Cotton Goods—Advanced two to three cents a pound. Rope is now at 44 cents a pound for one quarter inch size and up; Sash Cord, No. 6, is at 60 cents; cotton clothes lines are at $3 a dozen for 40-foot lengths; awning cord is $3.60 a dozen for No. 4 white, and $4.30 a dozen for No. 4 drab; Seine twine is 71 cents a pound; Candle wick, 58 cents a pound.

Solders—Advanced about two and a half cents a pound in various grades.

Game Traps—Advanced ten per cent.

Spikes—Higher. Track spikes are increased from $3.75 per cwt. to $4.25.

Wire Nails (Miscellaneous class)—Up 10 per cent. The new discount is 70 per cent.

Metals—Among the increases in the metal line are: Antimony at 8 cents a pound; round brass at 22 cents; seamless brass tubing, 30 cents; copper products up a cent to 41 cents.

Sheets—Blue and black sheets have gone up 25 cents a pound.

Roofing Nails—Now $10.50 a keg.

Stove Pipe—Now at net list.

Linseed Oil—Now at $1.17 and $1.20 a gallon for raw and boiled oil respectfully.

Turpentine—Increased 30 cents a gallon during the month to $2.30 a gallon for single barrels.

BRITISH INDUSTRIES FAIR

The Department of Overseas Trade of the British Government announce that the next annual British Industries Fair will be held at London and Birmingham, England, February 19th to March 2nd, 1923, the object being to inspect the products of manufacturers in the British Empire and encourage overseas trade. Full particulars will be given on enquiry of the secretary at 35 Old Queen St., London, S.W., England, or any of the British Trade Commissioners offices in Canada, at 248 St. James St., Montreal, 260 Confederation Life Building, Toronto, or 610 Electric Railway Chambers, Winnipeg.

DISCOUNT ON McCULLOUGH SKATES

The McCullough Skate Manufacturers, Winnipeg, announce that their discount to dealers on their hockey pleasure and racer skates is 25 and 5 per cent.

Stocking up and Stockings up



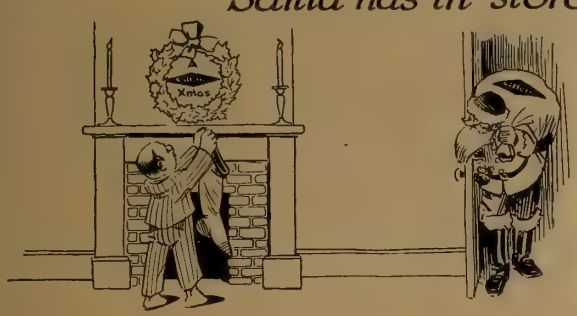
MADE IN CANADA

TRADE Gillette MARK

KNOWN THE WORLD OVER

Says the Wise Old Owl

Hang up the Gillette stocking,
For Santa Claus is knocking-
Knocking at the moment at your door
And your stocking must be wide
If you want to get inside
All the Christmas trade that
Santa has in store.



Now is the time to hang up your Christmas stocking—to get ready to make Christmas, 1922, ***your*** biggest Christmas yet.

The Gillette shaving service is your Christmas stocking. It will make your Christmas profitable and in 1923, and the years to come, your customers will be calling on you again and again for blades.

The Christmas buying will start very soon now and, from now on until Christmas, your Gillette sales will be on the jump.

A representative stock means that you will not lose a single sale.

Sort up now and, in making your selection, remember the femine element in Christmas buying. More than 60% of the Gillette razors bought at Christmas are bought by women.

Every Gillette buyer — New Improved or Brownie, is your future customer for blades.

Gillette Safety Razor

The New Improved $5.00

The Brownie Gillette $1.00

GILLETTE SAFETY RAZOR CO.
OF CANADA LIMITED
MONTREAL
QUE.

The quotations below are approximately correct for large lots in Toronto on the date mentioned.

CURRENT PRICES

TORONTO, NOV. 13, 1922

They may not be the same in any other jobbing centre owing to freight and other conditions.

METALS and SHEETS

Aluminum—Ingots, per pound, 22c.

Antimony—Per pound, 8c.

Brass—Sheet, base, 23c; rods, base, ½ to 1 in., round, 22c; tubing, seamless, base, 30c. F.o.b. Toronto.

Copper—Casting ingot base, 17½c; rods, ½ to 2 in., 30c; soft sheets, plain, 16 oz. and heavier, lb., 29c; plain tinned, 16 oz. and heavier, lb., 36c; polished and tinned, 16 oz. and heavier, lb., 41c; tubing, lb., 33c.

Above prices are full sheets and bars. Cut sheets and bars are 5c per lb. higher.

Coppers, Soldering—Base, 4 to 8 lbs., 35 cents per lb.; 3-lb., 38c; 2½-lb., 39c; 2-lb., 41c; 1½-lb., 44c; 1-lb., 48c per lb. F.o.b. Toronto, Hamilton.

Iron—Bar, base, $3.15 per cwt.; angle iron, $3.25; horseshoe iron, $3.75; Norway, $12.50; toe caulk, $4.00.

Iron, Tinned—Lion and Crown Brand, Toronto in 22, 24 and 26 gauge. 36 x 96, 16c per lb.; 48 x 96, 17.50c per lb. Less than case, 50c per 100 lbs. extra.

Lead (pig)—$7.50 per hundred lbs.; sheets, 4 to 6 pounds per sq. foot, in rolls, 9c per lb. Cut sheets to size, 1c extra.

Steel—Mild bars, $3.15; bands, $3.65; tire, $3.35; spring, $8.00; sleigh shoe, $3.15; hoop, $4.00; crucible cast sheet, $28.00; cast tool, $18 to $30, according to grade.

Sheets, Blue Annealed—10 gauge, $4.25 per 100 lbs.; 12 gauge, $4.30; 14 gauge, $4.35; 16 gauge, $4.40.

Sheets, Black—18 to 20 gauge, $5.05 per 100 lb.; 22 to 24 gauge, $5.10; 26 gauge, $5.15; 28 gauge, $5.25.

A charge of 25 cents per cwt. is made for less than case lots; and an extra 10 cents per cwt. is charged on sheets 36 inches wide in 28 gauge and lighter.

Sheets, Corrugated—No. 28 gauge, $6.50 per 100 sq. ft.; 26 gauge, $7; 24 gauge, $9; 22 gauge, $11; 20 gauge, $12.50; 18 gauge, $16; lighter than 24 gauge and wider than 27 inches, 75 cents a square extra. Discount 10 per cent.

Sheets, Galvanized—	Queen's Head	Fleur-de-lis
28 gauge, per 100 lbs..	$7.15	$6.90
26 gauge, per 100 lbs..	6.75	6.50
24 gauge, per 100 lbs..	6.45	6.20
22 gauge, per 100 lbs..	6.30	6.05
18-20 gauge, 100 lbs...	6.15	5.90

	Apollo
10¾ oz., per 100 lbs.	$6.65
28 gauge, per 100 lbs.	6.25
26 gauge, per 100 lbs.	5.95
24-22 gauge, per 100 lbs.	5.80
20-18 gauge, per 100 lbs.	5.65
16 gauge, per 100 lbs.	5.50
14-12 gauge, per 100 lbs.	5.35

Plates (Canada)—Dull, 60 sheets, $5.00; ordinary, 52 sheets, $4.90.

Plates (Coke Tin)—IC. 20x28, 112 sheets, $13.00, IX, 20x28, 112 sheets, $15.00; IX, 20x28, 56 sheets, $9.00.

Plates (Charcoal Tin)—IX, 20x28, 56 sheets, $10; IXX, 20x28. 56 sheets, $12.

Plates, Terne—IC, 14x20, 112 sheets, $11.50.

Spelter—Per pound, 9c.

Tin—Ingots (100 lbs.), per lb., 41c.

Zinc—Sheets, per lb., 11c.

Scrap—Iron, $11.50; iron pipe, $6; heavy copper, $10.50; light copper, $8; light brass, $3; heavy brass, $5.50; heavy lead, $2; tea lead, $2; zinc, $4.

PLUMBERS AND TINNERS' SUPPLIES

Boilers (Range)—30-gal., $17.50, standard disc. 45 per cent.; extra heavy, disc. 35 per cent.

Boiler Tubes—2 inch, seamless, $19; lapweld, $16.

Compression and Fuller Work—Compression work (standard), discount, 45%. Fuller work (standard), 30%. Bath cocks, compression, 41%; fuller, 30%. Flat way stop and waste cocks (standard), 54%. Brass steam cocks (standard), 50%; J. M. T., net list.

Fittings (Malleable) — Discounts, Class A, 60%; Classes B and C, 70%.

Fittings—Cast iron, 27%; malleable bushings, cast bushings, 30%; unions, 45%; flanged unions, 30%; plugs, cast iron, solid, countersunk, all at 27%; Couplings, 4 in. and under, 25%; do., 4½ in. and larger, 5%.

Nipples, Wrought—Close and short, 4 in. and under, 55%; 4½ and larger, 45%; long, 4 in. and under, 60%; 4½ in. and larger, 50%; running thread, 4 in. and under, 35%.

Oakum—Special No. 1, $13.00; plumbers', $6.00 per cwt.

Packing — Fine jute, 15c a pound; coarse jute, 11c; hemp, 30c; square braided hemp, 32c; No. 1 Italian, 35c; No. 2 Italian, 28c.

Pipe (Wrought)—Price List No. 54, Dec. 22, 1921.

REVISED STEEL PIPE LIST No. 56

Standard Buttweld Pipe S/C

Size.	Steel Blk.	Gen. Galv.	Wrot. Blk.	Iron Galv.
⅛ in.	6.00	8.00	....	....
¼ in.	3.96	6.00	7.20	9.30
⅜ in.	3.96	6.00	7.20	9.30
½ in.	5.02	6.55	7.31	8.93
¾ in.	6.10	7.82	8.86	10.70
1 in.	8.50	14.22	12.58	15.30
1¼ in.	11.50	15.18	17.02	20.70
1½ in.	13.75	18.15	20.35	24.75
2 in.	18.50	24.42	27.38	33.30
2½ in.	29.25	38.61	....	....
3 in.	38.25	50.49	....	....
3½ in.	49.68	64.40	....	....
4 in.	58.86	76.30	....	....

Standard Lapweld Pipe S/C

Per 100 feet.

Size.	Steel Blk.	Gen. Galv.	Wrot. Blk.	Iron Galv.
2 in.	22.20	27.75	31.08	37.00
2½ in.	32.76	41.54	46.80	56.16
3 in.	42.84	54.32	61.20	73.44
3½ in.	50.60	66.24	72.68	89.24
4 in.	59.95	78.48	86.11	105.73
4½ in.	68.58	87.63	1.04	1.24
5 in.	79.92	102.10	1.21	1.45
6 in.	1.04	1.32	1.57	1.88
7 in.	1.38	1.79	2.02	2.45
8L in.	1.45	1.88	2.13	2.58
8 in.	1.67	2.16	2.45	2.97
9 in.	2.04	2.62	2.97	3.59
10L in.	1.89	2.43	2.75	3.33
10 in.	2.43	3.13	3.54	4.28

Pipe (conductor), plain, round or corrugated, in 10-ft. lengths—2 in., $18.40 per 100 ft.; 3 in., $22.30; 4 in., $29.60; 5 in. $40; 6 in., $49. Less 70 per cent.

Elbows—(For conductor pipe) 2 inch, $5.25; 3 inch, $6; 4 inch, $10.50; 5 inch, $24; 6 inch, $29. Less 60 per cent.

Pipe (Lead)—12c a pound. Waste pipe, 13c; over 8 inch, 14c. Less 10%.

Pipe (soil)—Med. and extra heavy—2 in., 3 in., 4 in., 5 in. and 6 in., 33⅓%; 8 in., net.

Pipe (Soil) Fittings—2, 3, 4, 5, 6 in., 45%; 8 in., net.

Pipe (Stove)—Net.

Registers—Warm air, japanned and common oxodized, 35% from standard list.

Solder—Wire, 30c a pound; strictly, 22½c; commercial 21c; guaranteed, 24c; wiping, 21c.

Tinners' Trimmings—Plain 50 and 10, retinned, 50%.

Traps and Bends—Discount, 17½%.

Trough (Eave)—O. G. Square bead and half round: Per 100 ft.: 8 in., $15.90; 10 in., $17.70; 12 in., $21.20; 15 in., $28.80; 18 in., $36.80. Less 70%.

Valves — Globe, angle and check (standard), 25%; J.M.T., 10 and 10%; J.M.T. "C," 16 and 10%; J.M.T. gate valves, 16 and 10%; Jenkins' gate or straightway, 16 and 10%; Jenkins' Globe, 10 and 10%; radiator valves (standards and removable disc), 53%; Emco check valves (standard), 25%; Emco J.D. rad. valves (screwed), 33%; Emco swing check valves, ⅜ and ½ in. sizes, 40%; other sizes, 33%; Webber gate valves, 33%; Emco gate valves (standard), 25%; Emco globe valves (standard), 25%.

Valves, Foot—1¼ in., blk. 70c, galv. $1; 1½ in., blk. 85c, galv. $1.30; 2 in., blk. $1.20, galv. $2.10.

Washers, Wrought — Round, plain. Sizes given are size of hole. In boxes of 50 lbs. list prices per 100 lbs.—¼ in., $28; 5/16 in., $34.40; ⅜ in., $22.80; 7/16 in., $21; ½ in., $19.60; 9/16 in., $18.80; ⅝ in., $18.60; 11/14 in., $18.40; ¾ in., $18.20; 13/16 in., $18; 1 1/16 in., 1⅛ in., 1¼ in., 1 5/16 in., $18.90; 1⅜ in., 1½ in., 1⅝ in., $18.40; 1¾ in., 1⅞ in., 2 in., 2⅛ in., $19. Discount, 60% f.o.b. Montreal, Hamilton, Toronto, London and Halifax.

Car lots allowance to following points: Windsor, Walkerville, St. John, Moncton, Amherst, New Glasgow, Freight allowance: Fort William and West, 10c per 100 lbs.

Net extras, 26 to 40 lbs. of a size, $1; 25 lbs. of a size or less, $2 per 100 lbs. Package allowances—if taken in kegs about 175 lbs. each, allowance 10c per 100 lbs.; if taken in bags about 100 lbs., allowance 15c per 100 lbs.

HARDWARE

Adzes (Carpenters')—No. 1, per doz.. $21; lipped, $30.

Ammunition (American)—Winchester and Savage advance on American list, 2½%; loaded shells, plus 2½%; empty shells, plus 15%; metallic cartridges, rim fire ball cartridges, discount, 2½%; centre fire blank and shot cartridges, plus 10%. Remington Union Metallic, list less 2½%.

Ammunition (Dominion)—Rim and centre fire, less 55%; empty shells, less 30 and 20; Crown Regal and Sovereign, 50 and 2½%; Imperial and Canuck, 50 and 5%.

Shot, standard, 100 lbs., Toronto, $14.00; Montreal, $13.50, net extras, as follows, subject to cash discounts only: Chilled, $1.50; buck and seal, 80c; No. 28 ball, $1.20 per 100 lbs.; bags less than 25 lbs., ½c per lb.; f.o.b. Montreal, Toronto, Hamilton, London, St. John and Halifax freight equalized.

Animal Ties—Cow ties, list plus 25 per cent.; trace chains, list plus 25 per cent.; dog chains, list plus 20 per cent.; halter chains, net; tie-out chains, net; stall fixtures, Dominion, $1.50 per doz.; heavy, $2.

Augers (post hole)—Rodgers make, 8 inch, $29.40; 9 inch, $30 a dozen.

Axes—Boys', doz., $12.00; Hunters', doz., $11.00; single bits, doz., $17.50; double bits, doz., $19.50.

On weights heavier than base add to list as follows: Group 2, 50c; group 3, $1; group 4, $1.50; group 5, $2; group 6, $2.50; group 7, $3.50.

Bench Axes—Per doz., No. 2, $19.75; No. 3, $22.00; No. 4, $24.00. All net.

Bale Ties—Single Loop—No. 12, $4.50; No. 13, $4.60; No. 14, $4.70; No. 15, $5; No. 16, $5.20. Cross head—No. 12, $5.10; No. 13, $5.20; No. 14. $5.50; No. 15, $5.95; No. 16, $6.40.

Baskets (Willow)—Delivery (handled), per doz., $7.50 to $11; splint, clothes or meat, per doz., $2 to $2.85; oblong clothes, per doz., $10.50 to $14.75.

Baskets (Wire)—Vegetable — Half bushel, each, 90c; 1 bushel, each, $1.30; 1½ bushel, each, $1.80.

Batteries (Dry Cell)—Columbia and Reliable, 50 cents each.

Bells (Cow, Holstein Brand)—No. 0, $9.00 a dozen; No. 1, $7.25; No. 2, $6; No. 3, $4.65; No. 4, $4; No. 5, $3.75; No. 6, $3.10; No. 7, $2.75.

Belting (Leather)—Discounts apply to revised list of Nov. 4th, 1920. Extra quality, 30 per cent. Standard quality, 30/10 per cent. Side lace leather, lb., $1.40; cut lace leather, lb., $1.60.

Belting (Canvas)—65 per cent. off

Bits, Auger—(Standard list prices per dozen): 3-16, $6; 4-16, $5; 5-16, $5; 6-16, $5; 7-16, $5; 8-16, $5; 9-16, $6; 10-16, $6; 11-16, $7; 12-16, $7; 13-16, $8.25; 14-16, $8.25; 15-16, $9.50; 16-16, $9.50; 17-16, $12; 18-16, $12; 19-16, $14; 20-16, $14; 21-16, $16; 22-16, $16; 23-16, $18; 24-16, $18; 25-16, $21; 26-16, $21; 27-16, $24; 28-16, $24; 29-16, $27; 30-16, $27; 31-16, $30; 32-16, $30.

Discounts from Standard list prices: Ford auger bits, 5%; Ford car bits, add 7½%; Beaver, 35%; Gilmour auger bits, 25% ; Gilmour special 40/5; Gilmour car bits, 12½/5; Irwin auger bits, net; Irwin car bits, net: Mephisto regular, net; Mephisto electrician, plus 10%; Keystone auger bits, 30%.

Boards (Bake)—	⅜ Rim.	¾ Rim
No. 0—16 x 22, doz.	$ 7.50	$11.00
No. 1—18 x 24, doz.	9.00	11.50
No. 2—18 x 29, doz.	11.00	13.00
No. 3—20 x 30, doz.	13.00	17.00

Boards (Ironing)—No. 1, Daisy, $35 per doz.; No. 10, Daisy, $40 per doz.; No. 33, $21 per doz.; No. 35, $38 per doz.; No. 36, $43 per doz.; Perfection, $40 per doz.

Boards (Wash)—Baby Globe, $2.45 per doz.; Beaver (brass), $8 per doz.; Competition Globe (metal), $5.90 per doz.; Diamond King (glass), $7.50 per doz.; Enamel Queen, $9 per doz.; Glass Globe, $7.50 per doz.; Improved Globe, $5.25 per doz.; Jubilee, $5.80 per doz.; Neptune, $5.25 per doz.; Waverley, $5.25; Newmarket King, $5.80 per doz; Pony, $2.45 per doz.; Royal Globe (zinc) $5.25 per doz.; Original Globe, solid back, $5.95 per doz.; Standard Globe, $5.25 per doz.; Supreme (zinc), $6.50 per doz.; Western King (Enamel), $9 per doz.; Canuck (glass), $7.50; Pearl, (S.M.P.), enamel, $5.40.

Bolts and Nuts—Discounts herewith apply to standard list. Carriage bolts ($1 list), ⅜ in. diameter and smaller, 6 in. and shorter, 40%. Carriage bolts ($1 list), ⅜ in. and longer lengths, 30%. Carriage bolts ($1 list), 7/16 in. and larger, 30%. Machine bolts, ⅜ in. and smaller. 4 in. and shorter, 50%. Machine bolts, ⅜ in. and smaller, longer lengths, 35%. Machine bolts, 7/16 in. and larger, 35%. Sleigh shoe bolts, all sizes, 25%. Coach and lag screws, 45%. Bolt ends, 35%. Square head blank bolts, 35%. Plow bolts, 1, 2, 3 head, 30%. Elevator bolts, large head, 25%; corrugated heads, 55%. Fancy head bolts, 25%. Shaft bolts ($3 list), 25%. Step Bolts, large head ($3 list), 25%. Whiffletree bolts, 25%. Tire bolts, 60%. Stove bolts, 65 and 5%. Sink bolts, 65 and 5%.

Nuts, 2 in., and smaller, square. Blank, off net list, $1.00. Nuts, 2 in. and smaller, square, tapped, off net list, 50c. Nuts, 2 in. and smaller, hexagon. Blank, off list, 50c. Tapped, net list.

Borax—Lump crystal borax, 10c lb.

Brooms—No. 5, 4 strings, $6.65 per doz.; No. 5, standard, $7.50 per doz.; Little Beauty, $9.40 per doz.; Royal Blue, $13.90 per doz.

Butts — (Wrought Steel)—No. 840, less 12½%; No. 800, net; No. 838, less 12½%; No. 808, add 10%; No. 804, less 17½%; No. 802, net; No. 810, add 25%; No. 814, add 25%.

Cans (Milk)—At list plus 15%.

Cement (Portland)—In carload lots, per bbl., $3.63. Less than car lots: Per bbl., f.o.b. yard, $4.35 per bbl., delivered, $4.55. Single bags, $1.15 each, 4 bags to barrel. Extra charge of $1.50 per load on less than 24 bag lots. Rebate, 20 cents for empty sacks.

Chisels (Broads')—List less 40 p.c. for plain.

Choppers (Food)—Universal—No. 0, $16. a dozen; No. 1, $18.75, No. 2, $22.75; No. 3, $30.75.

Russwin—No. 0, $1.65; No. 1, $2; No. 2, $2.40; No. 3, $3.25.

Choppers (Meat)—Enterprise—No. 5, $27 a doz.; No. 10, $43; No. 12, $37.20.

Home—No. 55, $16.10 a dozen; No. 65, $21.18; No. 75, $28.18. F.o.b. St. Mary's.

Gem—No. 20¾, $21.60 doz.; No. 22, $25.80; No. 24, $34.20.

Churns (Barrel)—No. 0, each, hand, $9.75; No. 1, hand, $10.05; power, $13.05; No. 2, hand, $10.65; power, $13.65; No. 3, hand, $11.40; power, $14.40; No. 4, hand, $13.80; power, $16.80. No. 5, hand, $14.55; power, $18.10. Net. list. Beatty Bros.

Churns (Maxwell)—No. 0, side lever, $12.40; bow lever, $13. Discount, 25%.

Churns (Daisy)—No. 1, $10.25; No. 2, $10.90; No. 3, $12; No. 4, $14.25 each.

Clippers (Horse)—Newmarket, $3.00 per pair. No. 1 B.B. Stewart Horse Clipper, $12.75 list, less 25%.

Clocks (Alarm)—Big Ben and Baby Ben, each, $3.18; Good Morning, each, $1.40; Lookout. $1.90; Sleepmeter $2.10.

Clothes Bars—No. 2, $19 per doz.; No. 3, $14.40 per doz.; No. 4, $11 per doz.; No. 5, $16 per doz.; No. 6, $13 per doz.

Clothes Horses (folding) 6 feet, per doz., $13.50 5 feet, $11; 4 feet, $9.

Extension—6 feet, $27; 5 feet, $22; 4 feet, $18.

Clothes Lines (Galvanized)—No. 18, 100 ft. lengths, $5.65 per 1,000 feet; 50 ft. lengths, $6.25; No. 19, 100 ft. lengths, $4.75; 50 ft. lengths, $5.56.

Clothes Lines (Cotton)—40 ft. hanks, $3.10 a dozen; 48 ft. hanks, $3.60; 60 ft. hanks, $4.50.

Clothes Lines (Manila)—$3.00 per dozen.

Clothes Line Reels—No. 3, $16.25 per dozen; No. 3½, $17.50.

Coil Chain—	Proof	B B B
3/16 inch, electric weld.	$15.40	$18.80
¼ inch, electric weld...	14.60	17.20
5/16 inch, electric weld.	12.15	15.20
⅜ inch, electric weld...	10.40	13.25
⅜ inch, fire weld.....	13.20	15.40
7/16 inch, fire weld....	11.30	13.30
½ inch, fire weld.....	10.20	12.40
⅝ inch, fire weld.....	10.70	12.90

Combs, Curry—No. 101, $1.40 per dozen; No. 111, $1.60; No. 121, $1.70; No. 127, $2.30.

Combs, Cattle—No. 98, $2 per dozen; No. 100, $2.85.

Cord (Sash)—Hercules No. 6, 60c a pound; No. 7, 59c; Nos. 8, 9, 10, 12, 58c.

Cord (Awning)—White, 3½, $2.75; 4, $3.60; 4½, $4.85 per pound. Drab, 4, $4.30; 4½, $6.00 per pound.

Crowbars—$8.00 per 100 lbs.

Dampers—Cast, Champion, 5 in., $1.42 a dozen; 6 in., $1.40; 7 in., $1.80.

Doors, Screen—Kasement, No. 2, oak stain, varnished, including hardware sets: 2 ft. 6 in., $39.60 per dozen; 2 ft. 8 in., $40.20; 2 ft. 10 in., $40.80; 2 ft. 7 in., $41.40.

Drills—Standard lists. Blacksmiths', ½ in x 2½ in. shank, each, ⅛, 45c; 5/32, 45c; 3/16, 50c; 7/32, 55c; ¼, 60c; 9/32, 65c; 5/16, 70c; 11/32, 75c; ⅜, 80c; 13/32, 85c; 19/32, $1.20; ⅝, $1.30; 21/32, $1.40; 11/16, $1.50; 23/32, $1.60; ¾, $1.70; 25/32, $1.80; 13/10, $1.90; 27/32, $2; ⅞, $2.10; 29/32, $2.20; 15/16, $2.30; 31/32, $2.40, 1, $2.50. Intermediate sizes take next larger size.

Bit Stock—List, per doz., less 52½%; 3/32, $2.70; ⅛, $3; 5/32, $3.50; 3/16, $4; 7/32, $4.50; ¼, $5; 9/32, $6; 5/16, $7; ⅜, $8.50; 7/16, $10.50; ½, $13; 9/16, $15.50; ⅝, $18; 11/16, $21; ¾, $24; ⅞, $30. Blacksmiths', ½ in. shank, straight shank, wire, taper shank, round shank, jobbers, 52½%; ratchet, 10%.

Drills (Millers-Falls)—Breast, No. 12, $64.20 a dozen; No. 13, $81.00; No. 118, $72.00. Hand, No. 2, $48.00 a dozen.

Egg Crates—Humpty Dumpty, $6 a dozen; H. & D., $5.80.

Files and Rasps—These discounts apply to list of Nov. 1, 1899: Great Western, Amer., 50%; Kerney Foot Arcade, 60%; J. Barton Smith, Eagle, 55%; P. H. and Imperial, 60%; Globe, 60%; Nicholson, 30 and 5%; Black Diamond, 35 and 5%; Delta Files, 20%; Firth Files, 50%; Disston, 50%.

Gloves—Canvas and cotton, $15 a gross.

Grindstones—Under 40 lbs. weight—Smaller than 2 in. face, $4.50 per hundred pounds; two in. and over, $4.

40 to 80 lbs. weight—Under 2 in. face, $4.25 per hundred pounds; 2 ins. and over, $3.75; Bi-Treadle, each, $9.75; Cycle BB, $8.75.

Grindstone Fixtures (Taylor-Forbes)—15 inch axle, $7.80 a dozen; 17 inch, $8.10; 19 inch, $9.70; ball bearing, $13.50.

Halters, Rope—Sisal, 7-16 in., $21 per gross; 9-16, $33. Jute, 7-16 in., $19; 9-16 in., $28.50.

Hame Fasteners (Dodson), $4.00 per dozen.

Hammers, Nail—No. 21, $10.50 per dozen; No. 1, $13.50; Nos. 1½, 61½, $13.00.

Hammers, Sledge—(Canadian), 2-2½ lbs., $20 per cwt.; 3-4½ lbs., $18; 5 lbs. and over, $15.00.

Blacksmith Sledge—Under 5 lbs., $18.75; 5 lbs. and over, $13 per cwt.

Masons—2-3½ lbs., $25 per cwt.; 3-4½ lbs., $23; 5 lbs. and over, $18.

Hammers, Striking—Nos. 38 and 46, 5 lbs. and over, $12.50 per cwt.

Hammers, Machinist—No. 30, 1 lb., $8 per dozen; No. 30, 1¼ lb., $8.75.

Hammers (Maydole)—No. 1, $18.25 per dozen; No. 1½, $16.80; No. 11, $18.25; No. 11½, $16.80; No. 12, $15.75; No. 13, $14; No. 23, $12.75.

Handles (Wood)—All hickory handles, list less 10%; all oak, ash and maple handles, net list; hay fork, hoe rake, shovel and manure fork, 15%; Whiffletrees, double-trees and neck-yokes, list less 10%; wood rakes, list less 10%; horse pokes, list less 10%. O-Cedar Mop Handles, net, $2 a dozen.

Hangers, Barn and Parlor—Safety, No. 20, list less 20-10%; Reliable No. 1, list less 20-10%; Round Trolley No. 1917, list less 33 1/3 & 5%. Atlas No. 0, $13.75 a dozen pairs; No. 1, $15.30; No. 2, $16.25; Stearns, 4 in., $12.40;; 5 in., $16.60. Perfect, No. 1, $18.75; Canada, $13.25; Hatch, $13; National, $15; America, $19; Great West, $30; Storm King, No. 42, $11.80 a dozen.

Hatchets, Shingling—No. 1, $9.75 per dozen; No. 2, $10.75.

Hatchets, Lath—Nos. 3 and 4, $10 per dozen; No. 4, $10.25.

Hatchets, Barrelling—Nos. 50 and 60, $14 per dozen.

Hatchets, Claw—No. 7, $11.00 per dozen; No. 8, $11.50.

Heaters, Electric—National Glower, $8.75; National Heatray, $11.00; Majestic, 1 burner, $10; Universal, $13.80. Discount 30%.

Heaters (Clark's) — No. 5B, list, $3.75; No. 7C, list, $5.25; No. 7D, list, $5.75. Brick and charcoal, $1.30 a doz. Discount, 25%.

Hinges (Blind)—Clark's No. 1, $1.90 per dozen sets.

Hinge (Spring)—No. 200, $20; No. 201, $35; No. 202, $28.75 per gross. Double-acting, $62.50 per gross pair. Ajax Floor No. 3111, $1.85 per set. Reliance Door, No. 270, light, per doz., $2.50; medium, per dozen, $3.25; heavy, per dozen, $5.

Hinges—Heavy, in bulk. Doz. pairs: 4 in., strap, $1.65; tee, $1.40. 5 in., strap, $2.00; tee, $1.70. 6 in., strap, $2.20; tee, $1.95. 8 in., strap, $2.95, tee, $2.15. 10 in., strap, $5.20; tee, $3.60. 12 in., strap, $6.40; tee, $5.85. 14 in., strap, $7.50; tee, $6.85. Net prices.

Light—Net prices—3 in., strap, 90c; tee, 90c. 4 in., strap, $1.08; tee, $1. 5 in., strap, $1.26; tee, $1.17. 6 in., strap, $1.53; tee, $1.35.

Screw Hook and Strap Hinges—List prices, per dozen pairs—6 in., $4.30; 8 in., $4.80; 10 in., $6.40; 12 in., $7; 15 in., $7.50; 18 in., $11; 21 in., $12.40; 24 in., $16; 27 in., $17.20; 30 in., $18.50; 33 in., $21.50; 36 in., $24.50. Discount, 30%.

Screen Door Sets—No. 1200, $37.50; No. 1201, $45 per gross.

Loose Pin Steel Spring Hinges, $25.50 per gross pair.

Hoes (Grub)—3½ lb., per dozen, $7.75; 3 lb., $7.25.

Hooks (Grass)—Canadian, No. 2, $3.90 per dozen; No. 3, $4; No. 4, $4.10; No. 5, $4.30; Little Giant, $6.50; Barden Patent, $6.50. English Fox—No. 2, $5.75 a dozen; No. 3, $6; No. 4, $6.50.

Hooks (Galvanized Fence)—$5.50 per keg.

Horseshoes—	Price per keg		
Patterns	Sizes	No. 2 and larger	No. 1 and smaller
Light iron	0-7	$6.90	$7.15
Long heel light iron	3-7	6.90	....
Medium iron	1-8	6.90	7.15
Heavy iron	6-8	6.90	....
Snow	1-6	7.15	7.40
New light XL steel.	1-6	7.35	7.60
Featherweight XL steel	0-4	8.75 all siz.	
Special countersunk.	0-4	9.25 all siz.	
Toe weight (front only)	1-4	9.70 all siz.	

Packing—Up to 3 sizes in one keg, 10c per 100 lbs. extra. More than 3 sizes, 25c per 100 lbs. extra. F.o.b. Montreal, Belleville and Hamilton.

Hose, Lawn—Corrugated, per hundred feet; ½ in., $12.50; ⅝ in., $14.00; ¾ in., $16. Less 5% for full reel, 500 feet.

Hose, Lawn—	3 ply	4 ply	5 ply
Per 100 ft., size ½"	$8.50	$9.50	$10.75
Per 100 ft., size ⅝"	10.00	10.75	12.00
Per 100 ft., size ¾"	11.50	12.50	14.00

Hose Nozzles (Gem)—Per doz., $7.70.

Hose Couplings (Gem)—½ inch, ⅝ inch, ¾ inch, $1.60 per dozen.

Irons (Sad)—Mrs. Potts, polished, $1.81 per set; nickel plated, $1.87.

Handles for above japanned, $17.50 per gross. Common, per cwt., $15.

Irons, Electric—Model B, $6.75; Canadian Beauty, $7; Classic, $7.25 list. Discount, 30%.

Jacks (Screw)—1¾x10, $3.75; 2x12, $5; 2x16, $6. each.

Knives, Hay—Spear Point, $15 per dozen; Lightning, $14; Heath's, $14.

Ladders — Step Ladders—Standard, 44c a foot; Household, 33c; Shelf Lock, 4 to 8 ft. only, 30c; Faultless, 4 to 8 ft. only, 44c; Faultless, 10 to 16 ft., 48c.

Single and Fruit Picking—10 ft. to 16 ft., 26c per foot; 18 ft. to 22 ft., 27c.

Roped and Straight Extension Ladders—20 to 32 ft., 30c a foot; 36 to 40 ft., 33c; 44 ft., 36c; three section extension, 45c.

Fire ladders up to 32 feet are twice the price of ordinary extensions. Over 32 ft. are supplied with supporting legs at three times the price.

Lamp Chimneys—A, per case of 8 dozen, $8.40; B, per case of 6 doz., $7.

Lanterns—Short or long globe, plain, $9.20; japanned, $9.70; Dash, plain, $12.75; japanned, $12.80; search (round reflection), $12.80; Little Bobs, $4.30.

Lantern Globes—Cold blast, short or long, 1 doz. cases, $1.25 doz.; 3 dozen cases, $1.10 doz.; 6 doz. cases, $1.05 doz., Cold Blast genuine ruby, $4.25 doz. F.o.b. factory.

Latches—Steel Thumb, No. 2, $2.00 per dozen; No. 3, $2.50; No. 4, $3.75; Barn Door, No. 5, $3.00; No. 8, $3.60.

Locks (Rim)—Cast, $3.00 a dozen; steel, $3.75.

Machines (Washing) — Dowswell, $12.75 each; Noiseless, $17.50; Hamilton, $14; Peerless, $14.50; Snowball, $19.50; New Century, style A, $19.75; style B, $21.75; electric, 125.00; Playtime, engine drive, $27; Ideal Power, $30; Seafoam, electric, style A, $105; engine drive, $50; Sunshine, $10.25; Popular, $14.50; Economic, $16; Puritan, $19.50; New Champion, $21.50; Home, $21.50; Vacuum, $28; Home Water, motor, $28; Whirlpool, water power, $31; Hydro, 1 Tub, engine drive, $57; electric, $116.50; Rotary water motor washer, $29; Connor ball-bearing, with rack, $22.75; Perfection, engine drive, $65; electric, $132; Beaver, $26; power, $27; Connor, vacuum, $27.50; Patriot, $21.50; Jubilee, $12.50; Canada First, $21.50. These prices are less 30%. Freight equalized with Montreal, Ottawa, Toronto, Hamilton, Kingston, London and St. Mary's, or shipments of quarter dozen and upwards.

Stands, Washtub—Dowswell, $44.10 per dozen.

Mattocks—Cutter or pick, $9.75 per dozen.

Mixed Bread—Canuck—No. 4, $33.95 dozen; No. 8, $44.90. Universal—No. 4, $36.00 a dozen; No. 8, $48.

Mops—Liquid Veneer, $16 per dozen; O-Cedar, less handle, $14; O'Cedar, with handle, $16; S. W. Mops, complete, $4.00; Mop Sticks, No. 8, $2.00; No. 6, $1.85; Cast Head Mop, $2.00; Crescent, No. 10, $2.00; Crank wringing, $6.75; Smarts', $4.00. Cloths for self-wringers, No. 1, $1.95; No. 2, $1.60; No. 1 special, $2.50 per dozen.

Mop Wringers—White, No. 1, $16.40 per dozen; white, No. 2, $16.80; white, No. 3, $24.

Mowers, Lawn—Adanac, Woodyatt, Empress, Mayflower, Ontaria Daisy, Star, all at 25% off list; Whippet, Thousand Island, Red Wing, Blue Bird, Great Canadian, are all net. Maxwell's list, 45%.

Nails—List adopted Sept. 10, 1920. Advance over base on common wire nails in kegs: 1 in., $1.50; 1⅛ in., $1.40; 1¼ in., $1.15; 1½ in., 80c; 1¾ in., 75c; 2 in., 60c; 2¼ in., 55c; 2½ in., 30c; 2¾ in., 30c; 3 in., 20c; 3¼ in., 15c; 3½ in., 10c; 4 in., 5c; 4½ in., 5c; 5 in., base; 5½ in., base; 6 in., base. 6½ to 12 in. 2 ga. and heavier, 25c over base.

Standard steel wire nails, f.o.b. London, Hamilton, Milton, Toronto, Owen Sound, Collingwood, Montreal, $3.65 base. Freight equalized on above points.

Windsor, Walkerville, Sandwich, f.o.b. factory prices, carload freight allowed, $3.75.

Sault Ste. Marie, Port Arthur, Fort William, $3.90 base, f.o.b. factory; no freight allowance.

Moulding, Flooring, Slating, Box, Fence, Barr l Nails, 25c per 100 lbs. over common nail prices. Finishing nails, 50c per 100 lbs. advance over common nail price.

Miscellaneous wire nails, 70% off miscellaneous list, f.o.b. Toronto, Montreal, Hamilton and London.

Nails, cut—$4.60.

Roofing Nails—American, large head, keg, $10.50. Less quantities, $11.50.

Nails (Horse)—Capewell C Brand—No. 5, $6.75 per 25 lb. box; No. 6, $6.50; No. 7, $6.25; No. 8, $6; No. 9, $5.75. Discount, 10%.

"M.R.M." Brand—Net price list. No. 3, 1⅝ in. long, $15.00 per 25 lb. box, No. 4, 1¾ in. long, $10.00; No. 5, 1 15/16 in. long, $4.50; No. 6, 2⅛ in. long, $4.50; No. 7, 2 5/16 in. long, 2 11/16 in. long, $4.50; No. 10, 2⅞ in. $4.50; No. 8, 2½ in. long, $4.50; No. 9, long, $4.50; No. 11, 3 1/16 in. long, $4.50; No. 12, 3¼ in. long, $4.50.

Netting, Poultry—2 in. mesh and 19 gauge wire—12 in., $1.80 per 50-yard roll; 18 in., $2.65; 24 in., $3.40; 30 in., $4; 36 in., $4.75; 42 in., $5.50; 48 in., $6.20; 60 in., $7.70; 72 in., $9.20; 84 in., $10.50; 96 in., $12.

1½ in. mesh and 19 gauge wire—12 in., $3.50 per 50-yard roll; 18 in., $5; 24 in., $6.30; 30 in., $7.75; 36 in., $9.90; 42 in., $10.50; 48 in., $12; 60 in., $15; 72 in., $18.

1 in. mesh and 20 gauge wire—12 in., $4; 18 in., $5.50; 24 in., $7; 30 in., $8.50; 42 in., $12; 48 in., $14; 60 in., $17; 72 in., $20

¾ in. mesh and 20 gauge wire—24 in., $10.50; 30 in., $12.75; 36 in., $15.

½ in. mesh and 22 gauge wire—24 in., $16.50; 30 in., $20; 36 in., $24.

Discounts at present quoted apply only to 1 and 2 in. mesh netting. Other prices have been withdrawn and are quoted only on application.

Canadian netting, 2 in. and 1 in. mesh, 12½% off. American netting, 1 in. mesh, 12½% off.

Invincible—No. 1848, 67c a rod; 2060, 72c. Put up in 10, 20 and 30 rod rolls. F.o.b. Montreal.

Blue Ribbon—24 in., $5.50 per roll; 36 in., $7.15; 48 in., $8.35; 60 in., $9.85; 72 in., $11.25. Put up in 10 rod rolls.

English Galvanized—Half-inch mesh, 22 gauge x 12 inches, per roll, $5; 22x18, $7.25; 22x24, $9.50; 22x30, $11.65; 22x36, $13.85.

Numerals (Aluminum)—3-inch size, $2.10 per hundred.

Oils—Royalite, 20c a gallon; Palacine, 23c; Gasoline, 29c. Above prices net.

Black oil (summer), 19c a gallon; Black Oil (winter), 21c; Capital, cylinder, 69½c; mach. oil, reg. grades, 39c; Imperial gas engine oil, 59c; Paraffine, 20c. List less 15% on above.

Polarine, $1.00 per gallon; ex. heavy, $1.25. List less 25%.

Gargoyle, Mobiloil, A, E and Arctic, $1.45; other grades, $1.55. List less 25%.

Fuel oil, per barrel, net, 12 cents a gallon; from tank wagons, net 11c; tank cars, net 9c, in barrel lots. Barrels charged extra.

3-in-1 Machine, small, $1.25; large and handy, $2.55; factroy, $5 per dozen.

Paper (Building)—Dry fibre, No. 1, $1.15 per 400 ft. roll; No. 2, 75c.

Tarred Fibre—No. 1, $1.20; No. 2, 95c; Surprise Fibre, 7c; Stag Sheathing, 70c; Cyclone, tarred, $1.20.

Monarch Sheathing, white, $5.50 per 100 pounds; grey, $4.50; Straw Sheathing, $3.40; Imp. Grey Sheathing, $4.50; Imp. Whit Sheathing, $5.50; Scythe dry straw, $3.15; Spruce Sheathing, 36 in. and 72 in. wide, $6. Asbestos Sheathing, $6.75; carpet felt, $4.00; tarred felt, 7, 10 and 16 oz., $3.45; asphalt felt, $4.

Parowax—10¼ cents a pound.

Picks—Clay, 5 to 6 lbs., $8.25 a doz.; 6 to 7 lbs., $9.00.

Rock—7 to 8 lbs., $9.75 a dozen.

Pins, Clothes—5 gross, 4 in. (loose), $1.45 a case; 4 gross (cartons), 4 in., $1.50; Spring, 2 gross to box, $1.40.

Pitch—Pine, black, per bbl., $13.25; Navy pitch, per bbl., $6.50; Coal tar pitch, per cwt., $1.55.

Planters (Corn)—King of Field, $15.75 a dozen; Triumph, $11.

Pulleys—Axle, No. 1, 1¾ in., 80c a dozen; 2 in., 90c; 2¼ in., 95c; Palmer's, 90c.

Pulleys, Clothes Line—No. 58, japanned, $3.70 per dozen; No. 158, galvanized, $3.95; No. 59, japanned, $3.75; No. 159, galvanized, $4.

Pumps—	Pitcher Spout	Closed Spout
No. 2	2.85	3.10
No. 3	3.15	3.40
No. 4	3.75	4.10
No. 70	...	6.00
No. 80	...	8.00

Pumps, Redwing—No. 0, $6.85; No. 1, $7.50; No. 2, $8.75; No. 3, $10.75; No. 4, $12.75; No. 5, $15.25; No. 6, $18.

Rakes (Hay)—Iron bow, $6.30 dozen; wood bow, $6.80 a dozen.

Rakes (Wire Lawn. Welland Vale make)—20-teeth, $4.60 per dozen; 24-teeth, $5.30.

Rifles, Winchester—Model 1890, $27.75 each; 1892, $35.70; 1894 (30 and 32 round), $42.40; 1894, (30 and 32 octagon), $45.50; 1895, $55.50; 1902, $8.35; 1904, $10.20; 1905, $53.65; 1906, $24.05; 1906, expert, $27.75; 1907, $64.75; 1894, carbine, with sling and strap, $46.65; 1912, gun, $61.

Rivets and Burrs—Iron rivets, 7-16 inch and smaller, blacked and tinned, 47½%, Iron burrs, 47½% off list on 200-lb. kegs. Extras, add 1c to list on 100-lb. kegs; 3c on 50-lb. boxes; 4c on 25 lb. boxes, 8c on 1 lb. pkgs.

Copper rivets, usual proportion of burrs, 32½% off; burrs, add 10%. Extras on copper rivets, ½ lb. pkgs., 1c per lb.; ¾ lb. pkgs., 2c lb. Coppered rivets, net extras, 3c per lb.

Roofing (Samson)—1 ply, $2.50 roll; 2 ply, roll, $2.95; 3 ply, roll, $3.65.

Comet—1 ply, $1.30; 2 ply, $1.70; 3 ply, $2.10.

Waverley—1 ply, $1.55; 2 ply, $2.00; 3 ply, $2.40.

Red Star, 2 ply, $1.85 roll; Red Star, 3 ply, $2.20.

Everlastic—1 ply, $1.65; 2 ply, $2; 3 ply, $2.35.

Panamoid—1 ply, $1.45; 2 ply, $1.80; 3 ply, $2.15.

Everlastic Multi-Shingles (4 shingles in one), per square, $5.80.

Everlastic Liquid Roofing cement—Per gal., in bbls., 70c; 5 and 10 gal. lots, gal., 84c; 1 gal. cans, gal., doz., $10.50.

Coal Tar (refined), per barrel, $10.50; coal tar (crude), $9.25.

Rope—Pure Manila basis, 20c a pound; Beaver Manila basis, 18c; New Zealand hemp basis, 18c; Sisal basis, 16c. These quotations are basis prices, ¾ in. and larger diameter. The following advances over basis are made for smaller sizes: ⅝ in., ½c; 9-16 to 7-16 in., inclusive, 1c; ⅜ in., 1½c; ¼ and 5-16 in., 2c; 3-16 in., 2½c extra.

Single lath yarn basis, 17c; double lath yarn, 17½c; halyards, 46c; Beaver halyards, white, ¾ in. basis, 30c.

Hemp, deep sea line basis, 42c; hemp, tarred ratline basis, 35c; hemp, tarred bolt rope basis, 37c; marline and houseline, 37c. Extra charge for shorter lengths than half coils, 2c per pound additional.

Cotton, ⅛ in., 49c a pound; 5/32 in., 48c; 3/16 in., 45c; ¼ in. and up, 44c.

Sandpaper—B. & A. sandpaper, less 17½%; Star sandpaper, less 17½%; B. & A. emery cloth, plus 7½% list.

Saws (Bucksaws)—Prince Rupert, $16.65 a dozen; Arrow Head, $16.65; Happy Medium, $12.30.

Saws (Hand)—Disston', D8, 26 inch, $31.25 a dozen.

Scales—Champion, including stamping, list less 10%; 4 lb. $6.60; 10 lb., $8.65; 240 lb., $12.65; 600 lb., $35.80; 1,200 lb., $43; 2,000 lb. $57.10; 2,000 lb. drop lever, $64.75.

Scythes—Cast steel, $15 a dozen; Golden Clipper, $16; Little Giant, $17; Bush, $16.

Snaths—1 loop,, $16.25 a dozen, 2 loops, $15.60; 3 loops, $14.20; Bush, $18.20.

Screen Wire Cloth—$2.65 per hundred square feet.

Screws (Wood)—Discounts off Standard List: Flat Head, bright, 80 and 5% Oval Head, bright, 77½ and 5%; Round Head, bright, 77½ and 5%; Flat Head, brass, 75 and 5%; Oval Head, brass, 72½ and 5%; Round Head, brass, 72½ and 5%; Flat Head, bronze, 70 and 5%; Oval Head, bronze, 67½ and 5%; Round Head, bronze, 67½ and 5%.

Screws, Iron Bench, No. 12—1 in., $11.25; 1⅛ in., $13.50; 1¼ in., $15.60.

Spiders—Cast, No. 7, 56c; No. 8, 64c; No. 9, 68c. Nickel Plated—No. 7, $1.26; No. 8, $1.35; No. 9, $1.50; No. 10, $1.75.

Spades, Shovels and Scoops—Plain back shovels and spades, draining tools, hollow back scoops, sand shovels, hollow back shovels, hollow back coal shovels, riveted back scoops, miners' spring point shovels. 1st. 2nd and 4th grades, all 53%. These discounts apply whether goods are sold in carload or less than carloads, and apply only to Plain List, Black List prices being as follows:

Plain back shovels and spades, No. 2 black—1st, $29; 2nd, $28; 3rd, $25.

Draining tools, No. 2 black—1st, 29; 2nd, $27.50.

Hollow back scoops, No. 2, black—1st, $34.50; 3rd, $32.

Coal shovels, hollow back, No. 2, black—1st, $32; 3rd, $30.

Sand shovels, No. 2, black—1st, $27.50; 3rd, $24.

Hollow back shovels, No. 2, black—1st, $27.50; 3rd, $24.

Riveted back scoops, No. 2, black—1st, $37.50; 2nd, $35.50; 3rd, $34.

Miners' spring point shovels, No. 2—1st, $36.50.

Net Extras—For each size larger than No. 2, add 35c dozen net. Full polished, add $1 per dozen net. Half polished, add 50c per dozen net. F.o.b. London, Hamilton, Toronto, Gananoque, Ottawa, Collingwood, Sherbrooke, Montreal, Quebec, Halifax, St. John, Moncton and freight may be equalized thereon. On shipments less than 5 dozen f.o.b. factory only.

Snow Shovels—Prince, $9; Prince, D handle, $11; King, $12; Queen, $10; Moose, $15 per dozen. Discs, 37½%.

Spikes, Ship—Base, ⅜ in. and larger, $5 per 100 lbs. ¼ and 5/16 in., $5.50 per cwt. F.o.b. Montreal, Belleville, Toronto and Hamilton, with freight equalized on these points.

Shoe Findings—List adopted June 7, 1922.

Spouts, Sap—Eureka, $15 per thous.

Squares (Steel)—No. 3, $21.60 dozen; No. 14, $19.60; No. 100, $24. Nickelled and blued, extra.

Staples (Fence)—Bright, $4.15 per 110 lb. keg; galvanized, $5.15.

Staples (Poultry netting)—Bright. $7.25 per 100 pounds in kegs; galvanized, $8.25. Discount 10 per cent. Net extras (not subject to discount)—Coppering, 60 cents per 100 pounds, 10-lb. wooden boxes, $1.50 per 100 pounds; 25-lb. and 50-lb. wooden boxes, $1.

Staples (in 10-lb. boxes)—Bed, ⅝ in., 20 cents a pound; ¾ inc, 18 cents; 1-inch, 16 ½ cents. Blind, ½ inch, 23 cents; ⅝ inch, 22½ cents; ¾ inch, 22 cents.

Stoves (Oil Burning Cooking)—Perfection No. 32, 2 burner, $21.50 each; Perfection No. 33, 3 burner, $26; Perfection No. 34, 4 burner, $34; No. 22G oven for above stoves, $8. Discount, 30% off list.

McClary Glass Front Oven, No. 170, each, net, $4.75. Detroit Glass Front Oven, No. 85, each, net; Hot Blast, plus %.

Stoves (Oil Heaters)—No. 525, $8.00 each; No. 530, $9.00; No. 630, $12.00. Discount 30% off list on these three numbers. Hot Blast, 10% off.

Stretchers (curtain)—Star, No. 1, $27.60 doz.; Star, No. 2, $30 doz.; Sun, No. 1, $20; Sun, No. 2, $22.

Stretchers, Wire—Hercules, $3.60 doz.

Sweepers—Carpet (Bissell's)—American Queen, nickelled fittings, cyco b.b., $60; Club, japanned, cyco bearing, $120; Champion, japanned fittings, $45; Grand, japanned, cyco b.b., $68; Grand Rapids, nickelled, cyco b.b., $55; Grand Rapids, japanned, cyco b.b., $50; Parlor Queen, nickelled, cyco b.b., $62; Princess, nickelled, cyco b.b., $57; Standard, japanned fittings, $46; Universal, japanned, cyco bear., $48; Universal, nickelled, cyco bear., $53. Toy (Bissell's)—Little Daisy, $3; Little Queen, $4.50; Little Jewel, $14.

Sweepers, Vacuum (Bissell's)—Grand Rapids, nickelled, $106 a dozen; Household, japanned, $94; Superba, nickelled, $120 f.o.b. factory, Niagara Falls, Ont.

Swings (Stratford)—4 ft., $7; 5 ft., $9; 6 ft., $11. Ontario, 4-passenger lawn swing, $8.75; awning, $4.50.

Tapes, Measuring (Lufkin)—263, 50 ft., Challenge, steel, $4.95 each; 103, 50 ft. Reliable Jr., steel, $5.25 each; 243, 50 ft. Rival, steel, $4.40 each; 553, 50 ft. Steel, $3.95 each; 1243, 50 ft. Rival Jr., steel, $4.06 ea.; 603, 50 ft. Metallic, $3.17 each; 604, 66 ft., Metallic, $3.54 each; 403, 50 ft. Linen, $2.39 each; 713, 50 ft. Ass Skin, $6.15 doz.; 714, 66 ft. Ass Skin, $7.37 doz.; 143, 3 ft. Steel Pocket, $7.27 doz.; 145, 5 ft. Steel Pocket, $9.20 doz.; 175, 5 ft. Linen Pocket, $6.35 doz.; 165, 5 ft. Cotton Pocket, $1.55 doz.

Tacks—Wire tacks, 65/25% from revised hardware tack list adopted January, 1922; dounble-pointed tacks, 65/25%.

Toasters (Electric)—Universal, $7.80; Canadian Beauty (reversible), $6.75; Upright (with rack), $7.25. Discount, 30%. Hotpoint (reversible), $4.60, net.

Tools, Harvest—Waverley, Wellandvale, Rixford, Maple Leaf, Bedford, 60% off new list.

Track, Barn Door—Hatch Trolley, per ft., 22½c; brackets for this, per doz., $2.00. National Flat Track, 1¼ in. per 100 ft., $10.85. Storm King Flat, No. 60, list less 20-10%. Safety Flat, No. 60, list less 20-10%. Reliable No. 1 and 2, 20c per ft., less 20-10%. Round Trolley No. 1918, 20c per ft., less 20-10%.

Traps (Game)—Victor, No. 1, $2.25 per doz; Giant, No. 1, $2.90 per dozen; Jump No. 1, $2.90; Hawley Norton, No. 1, $4.70; Newhouse, No. 1, $6.40. All these include chains. Mouse, $2.85 per gross. Rat, $1.15 a dozen.

Trowels (Bricklayers)—Rose make—Size No. 10½, $25.20 a dozen; No. 11, $25.80; No. 11½, $26.40.

Tubs, Wood—No. 0, $26.40 per dozen; No. 1, $23.10; No. 2, $20.90; No. 3, $17.60. F.o.b. Newmarket.

Twine, Binder—500 ft., 11½c a foot; 550 ft., 12½c; 600 ft., 11½c; 650 ft., 14c. Freight prepaid to nearest station in lots of 300 lbs. and over. (This applies to Eastern Canada only.) Rebate of ⅛ cent lb. on 10,000 lbs. and ¼ cent lb. on 20,000 lbs. Cash, 5 per cent.; net, Oct. 1.

Twine (Cotton)—5-lb. sack, 3-ply, lb., 55c; 4 ply, lb., 59c.

Cones, 3 ply, lb., 52c; 4 ply, lb., 55c.

Tin and Enamelwares—

Britannic, list plus 5 %.
Scotch Grey Ware.
Colonial, 35%.
Imperial, 35%.
Pearl, 35%.
Diamond, 12¼%.
Premier, 12½%.
Canada, 12½%.
White, 50%.
Crystal, 50%.
Japanned ware, plus 10%.
Japanned ware, white, list, plus 20%.
Plain and japanned sprinklers, list plus 10%.
Stamped, plain, 50 and 10%.
Stamped ware, plain, 50 and 5%.
Stamped ware, retinned, 40 and 12½%.
Copper bottoms, net list plus 5%.
Tinners' trimmings, plain, 50 plus 5%.
Tinners' trimmings, retinned, 40 and 12½%.
Tinners' trimmings, general, plus 5%.
Factory milk cans, list, plus 15%.
Milk can trimmings, list, plus 33⅓%.
Cream cans, write for prices.
Railroad cans, write for prices.
Sheet iron ware, list, plus 10%.
Pieced ware, ordinary list, plus 30%.
Pieced tinware, C. B., list, plus 40%.
Fry pans, Acme, 30%.
Fry pans, Quick Meal, plus 5%.
Spiders, steel, net list.
Fire shovels, japanned, list, plus 10%.
Steel sinks, galvanized, 10%.
Steel sinks, painted, 10%.
Light galv. pails and tubs, 10%.
Heavy galv. pails and tubs, 10%.
Hollow ware, net list.
Garbage pails, 10%.
Jap. coal hods, list plus 40%.
Galvanized coal hods, plus 40%.
Paper lined boards, 35%.
Wood lined boards, 10 and 10%.
Copper boilers, 10%.
Copper tea kettles, 5%.
Copper tea and coffee pots, 5%.
Stove and other pipe, net.
Stove pipe elbows, black and galv., 10%.
Stove pipe thimbles, 60%.

Weights, Sash—Sectional, 1 lb. per 100 lbs., $3.00; sectional, ½ lb., per 100 lbs., $3.00; solid, 3 to 30 lbs., per 100 lbs., $2.60.

Wire — Annealed or Bright — Advances over base price on sizes lighter than No. 9: No. 9 and heavier, 6c; No. 11, 12c; No. 12, 20c; No. 13, 30c; No. 14, 40c; No. 15, 55c; No. 16, 70c.

Annealing, no extra. Oiled and annealed extra, 15c. Coppering and liquor finish extra, $1 to $1.50. Tinning extra, $2 to $3.

Bright base, $3.80. Annealed base, $3.80. Galvanized base, $3.95.

Barbed wire, $4.40. Coiled spring wire, 9 gauge, $4.00.

Stovepipe Wire—No. 18, $8.75; No. 19, $9.25.

Wheelbarrows—Navvy, steel wheel, $105 a dozen; garden steel, $78.75; light garden, $84. F.o.b. Montreal, Toronto, London.

Wrenches (Crescent)—4 and 6 in., $7.80; 8 in., $9.60; 10 in., $12.00.

(Stillson)—6 in., $2; 8 in., $2.25; 10 in., $2.50; 14 in., $3.50; 18 in., $5; 24 in., $7.25; 36 in., $13.50. Disc., 55% on Canadian, 42½% on genuine.

(Agricultural)—Discount 47½ and 2½%.

Wringers, Clothes — Domestic, No. 531E, $100; Dom. Bench, No. 541EB, $160; Favorite, No. 511E, $92; Favorite, No. 512, $96; Royal Canadian, $88; Favorite, No. 514, $133; Ottawa, No. 331E, $105; Ottawa Bench, No. 341EB, 331E, $95; Challenge, No. 311E, $87; Warranty, $100; Bicycle, 11 in., $95; Eze, $100; Rapid, $86; Eureka, $63; Blue Belle, $100; Blue Belle, Folding B, $160; Rival, $95; Model, $85; Imperial, $94. Discounts from above list 30%.

PAINTS AND OILS

Alabastine—Colors and white—2½ lb. packages, $10.10 for 100 lbs.; 5 lb. packages, $9.60 for 100 lbs. F.o.b. Paris or nearest jobbing house.

Beeswax—Small quantities, 45c per pound; larger quantiites, 40c.

Blue Stone—Per lb., bbls., 8c; less quantities, 10c.

Borax—Lump crystal or powdered borax, 10c pound.

Bronzing Liquid—Bronzing liquid, No. 1, $2.15 a gallon.

Banana Oil—$4.25 a gallon.

Brushes—Floor waxing—Acme, 15 pounds, $2.70 each; 20 pounds, $3.25; 25 pounds, $3.80.

Coal Tar—In quart tins, per case of three dozen, $3.75 per dozen; less than cases, $3.95 per dozen.

Colors (Dry)—Per pound—

Raw and Burnt Umber, 100 lb. kegs, No. 1, 6-8c; less quantities, 10-12c.
Raw and Burnt Sienna, 100 lb. kegs, 6-8c; less quantities, 10-12c.
Imp. green, 100 lb. kegs, 17c.
Chrome green, C.P., 35-40c.
Chrome yellow, 20-40c.
Brunswick green, 100 lb. keg, 12-14c.
Indian red, 100 lb. keg, 08-18c.
Lamp black, in bulk, 26c; packages, 30-38c.
Venetian red, best bright, 6-8c; No. 1, 3¾-5½c.
Drop black, pure dry, 18-20c.
Golden Ochre, 100 lb. kegs, 8c.
White ochre, 100 lb. keg, 6c; barrels, 5c.
Yellow ochre, barrels, 3-6c.
French ochre, bbls., 5-8c.
Spruce ochre, 100 lb. keg, 5-8c.
Can. red oxide, bbls., 4c.
Vermillion, American, 35c.
English vermillion, $1.85.

Colors in Oil—Pure, in 1 lb. tins:

Venetian red, 27c; Indian red, 40c; Chrome yellow, pure, 50c; Golden ochre, pure, 34c; French spruce ochre, pure, 29c; Greens, pure, 35c; Siennas, 37c; Umbers, 37c; Ultramarine blue, 70c; Prussian blue, 95c; Chinese blue, 95c; Drop black, 42c; Ivory black, 44c; Signwriters' black, pure, 50c; Imperial black, 25 lb. irons, 35c.

Colors—Mortar—Brown, per pound, 2¼c; red, 2¼c; black, 7c; buff, 3c.

Deco-Tint (Wall finish)—Colors, 2½-lb. packages, $9.50; white, 2½-lb. packages, $9; colors 5's, packages, $9; white, 5's, packages, $8.49; colors, 100's, packages, $8; white, 100's, packages, $7.50; colors, bbls., (250 lbs.), $7; white bbls. (250 lbs.), $6.50.

Dryers—I. V. housepainters' japan, gal cans, $3; I. V. liquid dryer, $2.75. Discount, 50 per cent. on both these. Housepainters', $1.15.

Enamels (White)—Per gallon: Dougall white enamel, $6.40; Vitralite, $7.93; Duralite, $6.10; Old Dutch, $6.36; B-H "White" Enamel, $6.60; Martins, white, $7.10; Satinette, $7.24; C. P. Co. Albagloss, $6.40; C. D. Master Painters, $6.85; Mooramel, $7; Lowe Bros., Linduro, $7.10; Sunshine, white, $6.10; Kyanize, $8.10; Solpar, $4.60; Paripan, $9.10; Jasperlac, $4.25; Invincible, $6.10; Hillcrest, $5.50; Adelite A. & E., $7.65; Floglaze, $4.50; Ripolin, $7.19.

Glue—English, sheet, per lb, 24 to 30c; White pigsfoot, 50c; Cake bone, 112 lb. bags, 24 to 30c; Hides, 112 lb. bags, 30 to 32c; Ground glues, 112 lb. bags (English), per lb., 20 to 22c; Canadian, 16 to 18c.

Glass— Case lots.	Star or Double 16 oz. or 24 oz.
Up to 25	$ 6.00 $ 9.80
26 to 40	7.45 12.20
41 to 50	8.10 13.30
51 to 60	8.45 13.80
61 to 70	8.80 14.40
71 to 80	9.30 15.15
81 to 84	10.85 17.65
85 to 90	11.40 18.50
91 to 95	.... 20.65
96 to 100	.... 21.15

Discounts—Imported, 15%; domestic, 5%. Cut size sheet glass, 75 per cent. off November, 1920, list. Plate glass, 60%.

Glaziers' Points—Zinc coated, 7c ½ lb. package.

Lead, White—(Ground in oil)—Prices are per 100 lbs. in ton lots. Less than ton lots are 35c per 100 lbs. higher than quoted below. F.o.b. Brantford, 50c; London, 55c; Windsor, 60c per 100 lbs. F.o.b. Toronto and Hamilton, 45c per 100 lbs. F.o.b. Fort William and Port Arthur. 75c per 100 lbs. Maritime differential 50c per 100 lbs. over Montreal.

	Montreal.	Toronto
Anchor, pure	$13.00	$13.45
Champion, pure	13.00	13.45
Crown Diamond, pure	13.00	13.45
Green Seal, pure	13.00	13.45
I. V. Perfection	13.00	13.45
Ramsay's pure	13.00	13.45
Moore's pure	13.00	13.45
Tiger, pure	13.00	13.45
O.P.W., Dec., pure	13.00	13.45
Elephant Genuine	13.50	13.95
BB Genuine, less than tons	14.35	14.80

Lead (Red Dry)—Per 100 lbs.—Genuine, 560 lb. casks, $9.75; Genuine, 100 lb. casks, $10.75; less quantity, $11.75. Fo.b. Montreal and Toronto.

Linseed Oil—(Raw)—Per gal.—1 to 2 bbls., $1.17. Boiled—1 to 2 bbls., $1.20.

Litharge—Casks, per cwt., $9.25; smaller quantities, per lb., 10¾c.

Muresco—Per 100 lbs.	White.	Tints.
350 lb. bbls.	$7.15	$8.25
200 lbs., half bbls.	8.00	9.10
100 lbs., kegs	8.25	9.35
Cases, 20 5-lb. pkgs.	8.80	9.90

Paints, Prepared—Price per gallon, 1 gallon can basis—

C. P. Co. Elephant white, $3.95; Sanitone, white, $3.55; Sanitone, colors, $3.45; C.P. Co., pure white, $4.05; C. P. Co., pure colors, $3.70; C. P. floor paint, $3.65; Elephant floor paint, $3.40; Victoria floor paint, $2.80.

B-H English, colors, $3.70; English, white, $4.05; Fresconette, white, $3.55; Fresconette, colors, $3.45; floor, $3.65; porch floor, $3.70.

Crown Diamond, white, $3.95; colors, $3.60; floor, $3.55; porch, $3.65; flat wall tone, white, $3.55; colors, $3.45.

Moore's House Colors, white, $3.75; House Colors, colors, $3.50; Preservo Paint, white, $2.70; colors, $2.55; floor paint, $3.45; Sani-Flat, $3.45; Porch and Deck Paint, $3.50.

I. V. Elastica, white, $3.65; Elastica, colors, $3.40; Flatine, int. wall, white, $3.55; Flatine int. wall, colors, $3.45.

Lowe Bros., H. S. White, No. 328, $4.05; H. S., color, $3.70; H. S. floor, hard drying, $3.65; H. S. Porch, $3.70; Mellotone, flat wall, white, $3.60; color, $3.45.

Jamieson's Crown Anchor, $3.55.

O.P.W. Canada Brand, white, $3.95; colors, $3.60; floor, $3.55; Flat Wall, white, $3.45; color, $3.35.

Ramsay's Pure, white, $3.90; colors, $3.55; floor, $3.50; porch, $3.55.
Glidden's white, $4.05; colors, $3.70.

Martin-Senour, 100%, white, $4.05; colors, $3.70; porch, $3.70; Neutone, white, $3.55; Neutone, colors, $3.45; floor paint $3.45.

Sherwin-Williams, white, $4.05; colors, $3.70; floor, $3.55; porch, $3.70; Flat Tone, white, $3.55; colors, $3.45.

Maple Leaf, white, $4.05; colors, $3.70; floor, $3.65.
Pearcy's Prepared, colors, $3.05; white, $3.40; floor, $3.00.
Adelite, white, $4.05; colors, $3.70; Industrial white, $3.60.

Barrett's Everjet Elastic Carbon Paint—Barrels, per gal., 85c; half barrels, 85c; 5s and 10s, 95c; 1s, per case, doz., $12.00.

Everjet Black Enamel—Crates, 2 doz., 8 oz., $1.45; crates 12 doz., 8 oz., $1.40; 1 gal. cans, gal., $1.50; 5-10 gal. cans, gal., $1.35; barrels-half bbls., gal., $1.25.

H., T. & A. Co.'s Creosote Oil—Barrels, 45c; half-barrels, 50c; 5s and 10s, 60c. F.o.b. Montreal and Toronto.

Paris Green—100 lb. lots—½ lb. paper cartons, per lb., 40c; 1 lb. paper cartons, 38c; ½ lb. tins, 42c; 1 lb. tins, 40c; 25 lb. tins, 36c; 50 and 100 lb. drums, 34c; 250 lb. kegs, 31½c; 600 lb. barrels, 31c. Terms: 1 per cent, 15, or 30 days net. F.o.b. Montreal, Toronto, Hamilton, London, Ottawa, Quebec, Moncton, St. John's and Halifax. Yarmouth and P. E. I. points ¼c per lb. extra.

Polish (O-Cedar)—4 oz. bottles, doz., $2.40; 12 oz. bottles, $4.80; 1 qt. can, $12; ½ gal. cans, $20; 1 gal. cans, $28.

Polish-ol—4 oz., $1.80 doz.; 12 oz., $3.60 doz.

Putty (Standard)—Less than tons—Bulk, bbls. (800 lbs.) per cwt., $4.20; 100 lb. drums, $4.70; 25 lb. drums, $4.95; 12½ lb. irons, $5.20; bladders in bbls. (400 lbs.), $5.95; in cases (100 lbs.), $6.20. Tons, 25c lower. Pure linseed putty, $1.25 cwt. advance on above prices. Hamilton prices same as Toronto.

Plaster Paris—Single barrels, $4.

Rosin—Barrel lots, per 100 lbs.—G., medium grade, $4; water white, $5.

Remover (Paint and Varnish)—High Standard, $3; Taxite, 1 gal. cans, $3; B-H Vanisher, $3; Chalco, $3; Klensa, $3; Cumoff, $3; Dougall Lingerwett, $3.25; Takof, $3; O.P.W. Presto, $2.60; Solvo, $3.60; Varn-off, $3; Adelite, $3.

Shellac—Per gal. in bbls.—White, $5.10; orange, $4.00. Gal. jugs, white, $5.40; orange $4.90. F.o.b. Toronto, London, Montreal.

Sulphur—In 100 lb. bags, per pound, 4½c.

Shingle Stains—

	Ordinary Colors.	Greens
Sherwin-Williams	$1.45	$1.65
B-H Anchor	1.45	1.65
M. L. Creosote	1.45	1.65
Soligum	1.30	1.50
Martin Senours	1.45	1.65
Elastica	1.45	1.65
Hillcrest	1.40	1.60
"C.D." Shingle Stain	1.25	1.45
Canada Paint	1.45	1.65
O.P.W. Creolin	1.30	1.50

Tar—Coal tar, refined, $10.50; crude, $9.25.

Turpentine, Single bbls., gal., $2.30; 2-4 bbls., gal., $2.29; 5 gal. lots, per gal., $2.45.

Varnishes—Per gal. cans—B-H Floors, $4.08; Maritime Spar, $5.13; Hard oil, $2.76; Gold Medal, $3.42; Elastilite, $3.95; Granitine Floor Varnish, $3.95; Hydrox Spar, $5.

C. P. C. Sun Varnish, $4.00; Sun Aero Spar, $4.60; Sun Waterproof Floor, $4.10.

Glidden Wearette, $4.; floorette, $4.

I. V. Elastica, No. 1, $4.99; No. 2, $4.58; Floor, $4.10.

Jasperite Interior and Exterior, $3.40; Indestructo, floor, $3.40. Pale Hard Oil, $2.50.

P. & L., No. 61, $5.14.

Jamieson's Copaline, $4.10.

M-S Marble-Ite Floor, $4.32; Wood-Var, $4.16; Durable Spar, $5.23; Finest Interior, $4.97.

Moorlastic Floor, $4.25; T. 45 Floor, $3.50; Moorvar Interior, $3.25; Moore's Spar, $5.

S. W. Mar-not, $4.03; Rexspar, $5.14; Scar-not, $4.76.

Lowe Bros., durable floor, $4.60.
Solpar, Spar Marine, $6; House Spar, $4.60; Floor, $4.60; Interior, $3.60.

Kyanize Spar, $5.25; Cabinet Rubbing, $4.95; Interior and Floor, $4.95.

Luxeberry light, $4.56; Granite, $4.56; Spar, $4.73.

Ramsay's Universal, $3.80; Agate Floor, $3.80; 400 Hard Oil, $3.35.
"C. D. Big 4" Exterior, $5.10; Interior, $4.60; General purpose, $4.28; Furniture, $2.30.

Dougall Univarnish, clear, $4.50; Transparent, spar, $5.00; Transparent, floor, $4.50.

Adelite, No. 103, Floor, $4.00; No. 105, Flat, $4.00; No. 100, Spar, $5.80. F.o.b. Montreal and Toronto.

Water Paints—Per 100 lbs. in 5 lb. packages—Frescota, white, $8.50; colors, $9.50; Decotint, white, $8.50; colors, $9; Coralite, white, $9; Perfecto, white, $8.50; Rockface, bbls., 250 lb., 5c.; Opalite, 300 lb. bbls., 16c; Opalite, 100 lb. pkg., 17c; 1 gal. packages, per pkg., $1; ½ gal. package, per pkg., 52½c; Ramsay's "Ideal," 310 lb. bbls., 40½c; Sturgeon's Solpar, 40c.

Waste—Cream polishing, 18c; white—xxx, 18c; Colored—No. 1, 13c.

Wax—B-H Wax, 45c; Berry Bros., 50c; Imperial Floor Wax, 35c; Anchor, 38c; O.P.W. Lion Brand, 38c; Old English, 67c; Johnson's, 67c; Jamieson's liquid wax, gal., $3.60; Ramsay's, 45; Martin-Senours, 38c; I. V. Wax, 38c; Sherwin-Williams, 48c; Solpar, $1.75; Crown Diamond, 38c; Hillcrest, 45c; Plymouth Rock, 45c; Champion white, 50c; Ad-el-ite paste, 45c.

Whiting—Plain, in bbls., $3.00; Gilders, bolted in bbls., $3.25.

Wood Alcohol—Per gal.—In five gallons, $1.50; Methylated Spirits, $1.50.

Wood Filler (Paste)—Kleartone—All colors except mahogany—1 lb. cans, 28c a pound; 2 lb., 26c; 5 and 10 lb., 24c; 25 lb., 22c. Mahogany 5 cents a pound higher. Discount 35 and 5 per cent.

Wood Filler (Liquid)—Crown Diamond, per gal. in qt. tins, $1.70.

EAGLE LAMP BLACK
Made only by
THE L. MARTIN COMPANY
45 East 42nd St., NEW YORK
Agents in
Montreal, Winnipeg and Toronto

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DECORATORS for EXHIBITIONS
TOWN CELEBRATIONS and CARNIVALS
Let us do your next decorative job.
No job too small — none too large.
HARLEY & SON
45 Charles St., Hamilton
Official decorators for Hardware Exhibitions.

STEEL
Gasoline Pumps and Tanks, Air Pressure Tanks and Receivers, Air Compressors, Pneumatic Tanks and Pumps, Galvanized Tanks, round and square.
Write for New Catalogue.
THE STEEL TROUGH & MACHINE CO. LTD.
TWEED - ONT.

THE PARMENTER BULLOCK CO
Limited
GANANOQUE, ONT.
Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Fence Plates.



ORDER
BANNER ASH SIFTERS
On Merit Alone
The Burrowes Mfg. Co.
611 King St. West
Toronto, Ont.

CANADA DUSTLESS **ASH SIFTER**



Saves coal. Pays for itself in a few months. Lasts a lifetime. IT IS POSITIVELY DUSTLESS.

With the present coal situation, there should be a big demand for this dustless ash sifter.

Manufactured only by
J. SAMUELS
275 Queen Street W.
TORONTO

The Best On The Market

STURGEONS
FRENCH POLISH WAX



is recommended for

Floors, Furniture and Automobiles

Canadian Made and Owned.

Your business is built on quality therefore you should use our wax.
Trial order will prove it.

STURGEONS, LIMITED, 66 Richmond St. East, Toronto

(The "Solignum" Distributors for Canada.)



DOOR MATS and BASKETS are Seasonable

These mats are made in our own factory in South India. Very closely woven.

No. 954 Plain Cocoa Mats, Medium Weight.
No. 955 Plain Cocoa Mats, Heavy Weight.
No. 956 Plain Cocoa Mats, Extra Heavy Weight.
In Standard or Special Sizes, at all our warehouses.



Unpeeled Willow Root Baskets

all sizes
1 Bushel 1½ Bushel 2 Bushel
3 Bushel

In stock at all Ontario warehouses.



Hickory Half-bushel Apple-picker's Baskets

In stock at the London warehouse.

We also carry a full line of the best quality WILLOW CLOTHES BASKETS in five sizes at all our warehouses.

Write for Prices

Meakins & Sons Limited

HAMILTON ONT.

Branches at:

Montreal Winnipeg London Toronto Vancouver Liverpool, Eng.

Good Old Fashioned White Lead —in Liquid Form

Made of

— PIGMENT —
Pure Government Standard White Lead

— LIQUID —
Pure Refined Linseed Oil
Pure Spirits of Turpentine

and that's all!



Genuine White Lead in Liquid form ready for use.

Sets up a new standard in paint.

Champion Pure Liquid White Lead

Easiest paint for the dealers to sell because it is made of the materials that most people want to use— made the way they want to use it.

It will satisfy your painters trade—Notwithstanding the various claims for prepared paints, the painter still continues to use white lead—the paint that has proven best for centuries past. Champion Liquid White Lead will save the painter's time in breaking up white lead.

Most city houseowners and farmers—insist on white lead for their painting. They will be glad to get Champion Liquid White Lead ready for use.

Factories, Mills, Hotels, Public Buildings, Steamships, all big consumers—will be glad to get Champion Liquid White Lead and save the labor expense of the old-time hand mixing.

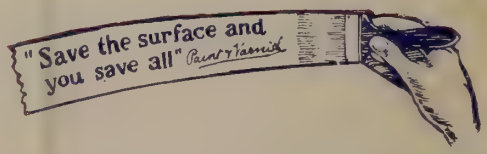
New avenues of trade for profitable paint sales—will be opened to you with Champion Liquid White Lead, with the home-owner, the farmer, the manufacturer, the painter, the institutional buildings.

Champion Liquid White Lead, ready for use, is a white lead paint of absolute purity, extreme covering power, fine texture, superior whiteness and excellent spreading properties. It is made direct from Pure Government Standard White Lead, with addition of Pure Refined Linseed Oil and Pure Spirits of Turpentine, ground and mixed through powerful machinery in scientifically correct proportions, which are always the same.

It stays in suspension—always ready for use—no breaking up—saves time material and waste. Show the formula guarantee on the label and your sale is made.

Use coupon or write us for sample tin—charges prepaid.

STEWART & WOOD LTD. TORONTO
Please send, free of charges, sample of Champion Liquid White Lead. Give prices and full particulars.
Name.....
Address.....
Date.....



VOL. 14, No. 12 DECEMBER, 1922 $1.00 Yearly

HARDWARE AND ACCESSORIES

PAINTS·ELECTRIC·HOUSEWARE·HEATING·LIGHTING·

Published Monthly by WESTON WRIGLEY, 123 Bay Street, TORONTO



A GIFT FOR 99 MEN IN 100

CHRISTMAS is the time when you can sell the best and most costly Rubberset Brushes.

It has been said that 99 Canadians in 100 shave. What is your estimate? In any event *most* of them do. A Rubberset Shaving Brush makes a splendid Christmas Gift—serviceable for years—graceful in every line—constant reminder of somebody's thoughtfulness

Display Rubberset Brushes in their handsome silk-lined cases. Bring them to the attention of your Christmas shoppers—call their attention to the fact that Rubberset Brushes will not shed their bristles—they are guaranteed not to! Rubberset Brushes will add to your Christmas revenue.

RUBBERSET TRADE MARK

The Rubberset Company Limited

Factories: TORONTO and GRAVENHURST



Holiday Greetings!

May 1923 be a year of happiness and prosperity for all retailers selling Oakville Aluminum Ware.

Purity
98-99% Pure Aluminum Used

Reliability
Any Article Replaced if Defective Without Cost

WILL OUTWEAR ANY WARE

Durability
Will Last a Lifetime



$40
Complete With Window Display

There's Still Time to Get Your Christmas Stock of Oakville Aluminum

Rather late, you say? Not a bit. We can make immediate delivery of this assortment and display shown above. Place it in your window and let it make sales for you this Christmas. Everyone realizes Aluminum Ware makes ideal gifts.

Place your order now. We'll see that shipment is made promptly.

The ALUMINUM WARE MANUFACTURING CO., Limited

OAKVILLE - ONTARIO

Sales Representatives: **RICHARDSON & BUREAU, MONTREAL**

Your Time and Expense Will Pay Real Dividends

when spent attending

The Eighteenth Annual Convention and Exhibition of The Ontario Retail Hardware Association

to be held in

THE ARMOURIES, UNIVERSITY AVE., TORONTO

February 13, 14, 15, 16, 1923

The CONVENTION sessions will be of intense interest with a program appealing to each and every dealer.

FRANK STOCKDALE will address sessions on Wednesday and Thursday. His fame as an authority on business problems has preceded him. Wastes no time on theories but gets right down to "Brass Tacks" givinfi definite, helpful selling ideas and plans, applicable to YOUR business, be it large or small.

Other speakers will take up subjects bearing on different phases of business of direct interest to Hardware Dealers.

THE QUESTION BOX will afford opportunity for discussion and consequent definite action in many matters which are "very live" ones, in respect to business conditions. Also an interchange of ideas and experiences of members in the better way to handle problems which arise, and are common to the trade in general.

THE EXHIBITION will be the largest display of manufactured products sold through the hardware trade, ever staged in Canada. Qualified Salesmen and Demonstrators will be in charge of the exhibits to give every assistance, and sales promotion ideas, to enable dealers to more readily market their products.

You Can't Afford To Miss This Convention

which will enable you to increase and develop your business during the year.

Any information desired will be gladly given by the Secretary.

The Ontario Retail Hardware Association

George E. May, (*President*)
West Toronto

W. F. MacPherson, (*Secretary*)
Prescott

ANNOUNCEMENT

Change in prices on these numbers November 15th, 1922

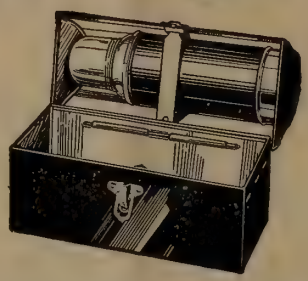
ORDER EARLY **THERMOS** **SUPPLY LIMITED**



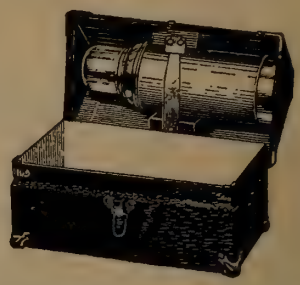
No. 14—Old Price, $2.50. New Price, $2.25.



No. 25—Old Price, $3.00. New Price, $2.50.



No. 396—Old Price, $4.00. New Price—$3.75. No. 397, Old Price—$4.50. New Price—$4.00. No. 398, Old Price—$5.00. New Price—$4.25.



No. 400—Old Price, $4.00. New Price—$3.75. No. 402—Old Price—$4.50. New Price—$4.00. No. 404, Old Price—$5.00. New Price—$4.25.

SAME DISCOUNT AND FREIGHT ALLOWANCE AS BEFORE

Dealers should make good display of No. 25 Bottle and Kits. No. 25 is the best value ever introduced.

Ask your Jobber, or write or wire.

THERMOS BOTTLE COMPANY LIMITED

146 Wellington Street West, Toronto, Canada

BOY'S TOOL BOXES

Gifts of Utility

Boxes supplied without tools if desired.



BLACK BOARDS—First time made in Canada

Other seasonable lines are Tea Trays, Smoker Stands, Children's Desks, and Kindergarten Sets.

Our Catalogue "P" will interest you. Send for it.

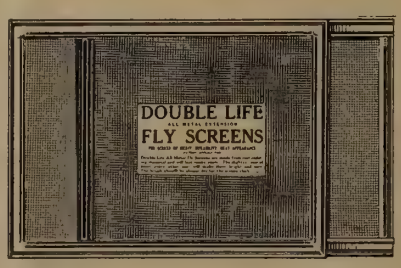
STRATFORD MANUFACTURING CO.

STRATFORD, ONTARIO

BANNER ASH SIFTERS

Sensible Xmas Presents

Help conserve fuel by suggesting Ash Sifters. In doing this you are doing good work and your customers will long remember the giver. A BANNER Ash Sifter is a continual fuel saver. You can recommend the BANNER with full confidence.





Your customers will soon be demanding All Metal, Double Life, Window Screens—the screen of merit, durability, and neat appearance.

The Burrows Mfg. Co. **Toronto**

Stainless Table Cutlery

Neither Rusts, Stains or Tarnishes



The Table Cutlery for discriminating users. A set of Stainless Dinner Knives or a Carving Set, are as everlasting as they are unique. Surely freedom from Stain, with the resultant attractive appearance is a sales argument that the slightest increased price cannot combat. Particularly when, with ordinary care, these knives will take and keep an excellent cutting edge. We can supply them in all the well known Silver Plated Patterns, as well as Ivoride, Celluloid and Stag Handles.

Our Winter Catalogue of "Seasonable Specialties" list a number of attractive lines for your Christmas Buying.

Wholesale Distributors:

THE HOBBS HARDWARE CO., Limited

LONDON - ONTARIO

Feature Connor Washers
and Wringers
As "GIFTS *of* UTILITY"

¶ What more practical utility gift could be given than a Connor washing machine. It is a gift that will be appreciated—particularly by the housewife.

¶ There is no question as to the efficiency of the Connor washer.

¶ Write for our new large, illustrated, catalogue showing our various types of washers, wringers woodenware, etc.

J. H. CONNOR & SON, Limited

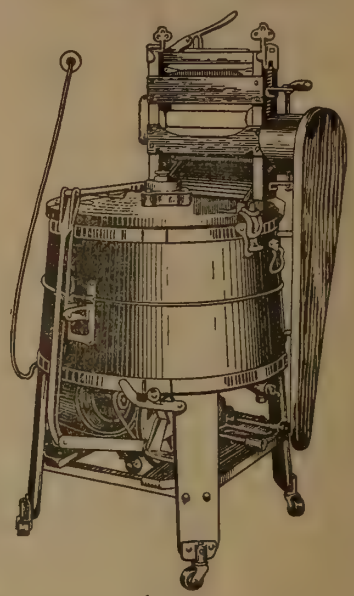
Manufacturers of:—Electric, Belt Driven, Water Power and Hand operated Washing Machines, Clothes Wringers, Woodenware, etc.

OTTAWA - CANADA

ESTABLISHED 1875

310 Chambers St. Winnipeg, Man.
McPherson Teetzel Co., Vancouver, B.C.

CONNOR
ECONOMY ELECTRIC



A Real
"GIFT *of* UTILITY"

Better Business Is Coming

Be Wise In Time



LIGHTNING **GEM** **BLIZZARD**

Better business is coming to the merchant who has the goods on his shelves, ready to hand out to the customer when he (or she) is in a humor to buy.

Don't get caught, be wise in time. Avoid the painful necessity of passing up good business to your competitor.

The time to order our Freezers is NOW. They are always in demand. They sell on a reputation established by more than 30 years of high-class service, and their future performance keeps them sold. So there you are—quick sales and permanent net profits.

Hadn't you better get busy with your jobber at once? We are all ready to serve you. Let's get together.

North Bros. Manufacturing, Co.

PHILADELPHIA, PA., U.S.A.

EVEREADY

FLASHLIGHTS & BATTERIES

Will Add Greatly to Your Christmas Sales Profits

EVEREADY advertising will this year turn a large portion of the Christmas Gift Trade to Eveready dealers. A smashing poster campaign will be on the boards a month before Christmas. Right on top of this comes a nation-wide advertising campaign in the newspapers and magazines. Attractive window displays and some wonderful sales helps are ready for your use.

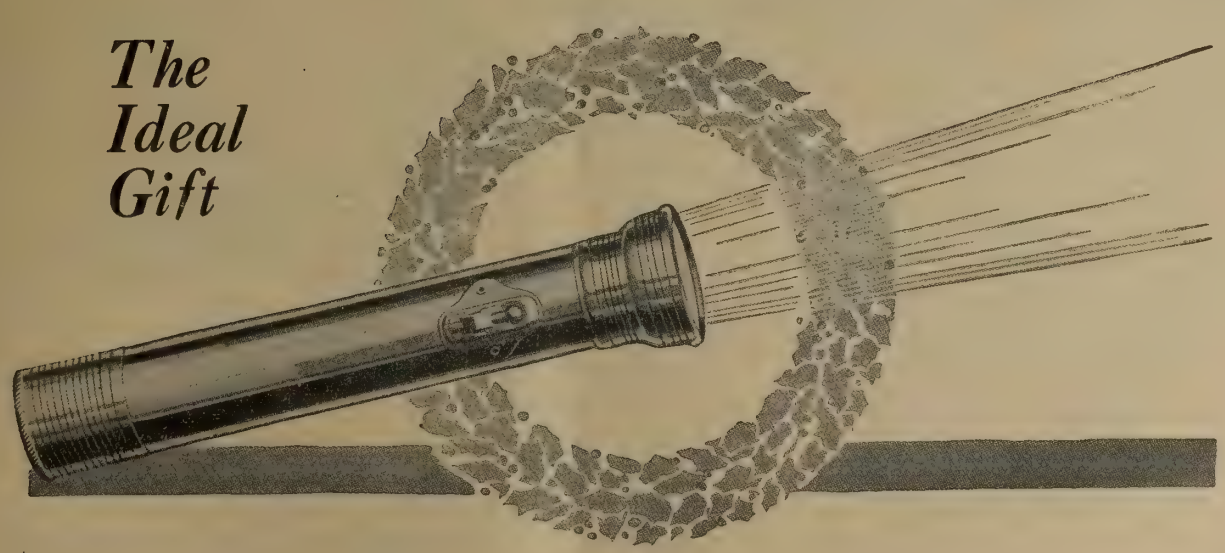
All to help you sell more Eveready Flashlights this Christmas than have ever been sold before. Eveready Flashlights are ideal gifts for every member of the family—and every man, woman and child in Canada is going to know about it before another month has passed.

This is the biggest undertaking in our history, and it is going to mean *real money* for every retailer who gets in line with the Eveready Christmas Drive.

Ask your Jobber for full particulars—how you can get a generous share of the Profits Eveready Dealers will make this season. He will be glad to tell you about it.

CANADIAN NATIONAL CARBON CO., LIMITED
Montreal Toronto Winnipeg

The Ideal Gift



10-TE

DOG CHAIN ASSORTMENT



All dog owners within trading distance of your store are live prospects for dog chains and will sooner or later buy them if you will keep our attractive display hanger in sight.

These dog chains are strong, handy and good looking, and have many advantages. They come in a variety of styles to suit the fancy of the purchaser, and a variety of thicknesses and lengths for various size dogs.

They have a high tensile strength and are finished in bright or nickel plate finish. The convenient grip as well as the chain itself presents a smooth even surface to the most delicate hand and explains why our Dog Chains are so popular with the ladies.

One complete assortment of twelve chains furnished together with an attractive and convenient hanger such as is shown here.

DOMINION CHAIN COMPANY

LIMITED

NIAGARA FALLS, ONTARIO

HERCULES SASH CORD

Made in Canada and used with complete satisfaction throughout the Dominion for over twenty-five years. - - -

---

POCKET KNIVES

H. BOKER & Co's

IMPROVED

TREE BRAND

TRADE MARK

RAZORS CUTLERY SCISSORS

E. M. DICKINSON'S



CARVERS
CASED GOODS
TABLE CUTLERY

BUTCHERS'
HUNTING &
POCKET KNIVES

CUTLERY.

It doesn't take a lot of salesmanship to sell the

TORONTO Gendron CANADA

DISCO



"The kiddies will push them if you will stock them."

The Gendron Disco—the new ball bearing wagon with the new disc wheels is a joy and a treat for any boy. It appeals tremendously to him.

If you haven't investigated the sales possibilities of the Disco you're losing money.

Write us for further information.

The Gendron Mfg. Co., Limited

Duchess Street TORONTO

There is no Comeback on an Aylmer

When you sell an Aylmer Pump and say, it is the best money can buy—you're saying what is absolutely the truth.

No pump is built better than an Aylmer—no pump gives better service.

We guarantee every Aylmer pump, and we stand behind your guarantee to your customer.



AYLMER PUMPS

"Made and known in Canada for thirty-five years"

We also make

Cistern Pumps, Pump Jacks
Force and Lift Pumps
Windmill Pumps and Scales

Handle a profitable line—Aylmer sales pay.

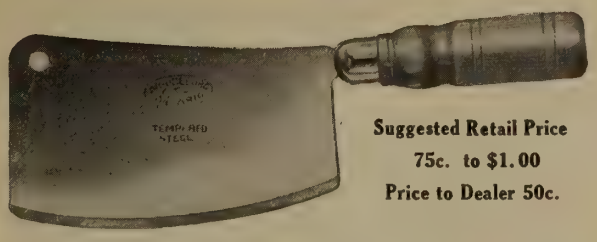
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Aylmer - Ontario

Write for Catalogue No. 19

Another "Canadian" Tool
MADE AT BRIDGEBURG, ONTARIO

A Popular Seller For Holiday Trade



Suggested Retail Price
75c. to $1.00
Price to Dealer 50c.

HOUSEHOLD CLEAVER

with 5½ inch Blade of Tempered Steel

This cleaver has made friends wherever it has been shown or used. It is ideal for service in the kitchen or in dressing fowl.

It's low price is possible because the highly tempered 70 carbon steel of which the blade is made, capable of retaining a razor edge, is bought as scrap material from a manufacturer of another product requiring high grade steel purchased in car load quantities.

TRY ONE—YOU CAN'T LOSE
IT WILL SELL OTHERS

ORDER A SAMPLE TODAY

Tear off this coupon and send it to us with your jobber's name

.....192

CANADIAN TOOLS, LIMITED
BRIDGEBURG, ONTARIO

Send me a sample HOUSEHOLD CLEAVER by return mail and invoice me at your dealer's price of 50 cents. Invoice through .....

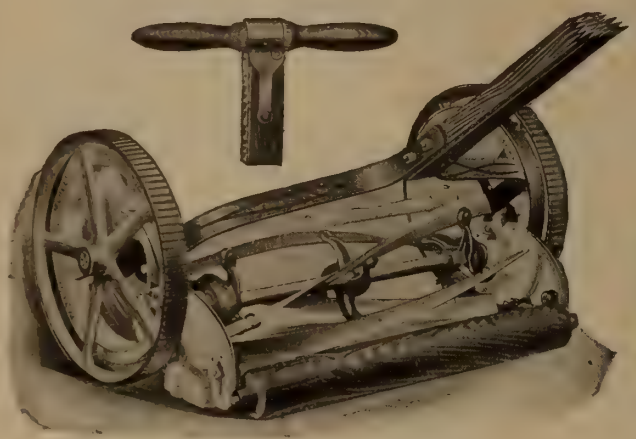
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(Give name of your jobber above)

Dealer's Name.....

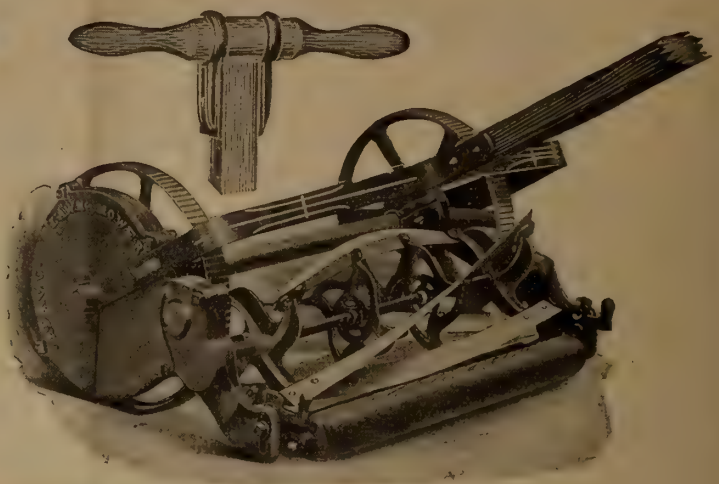
Address .....

EARLY ORDERING IS ADVISABLE

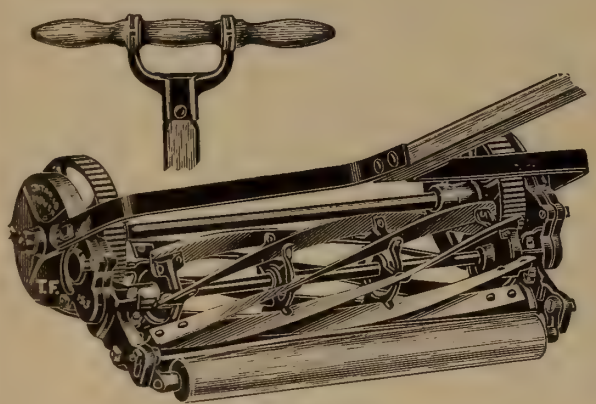
YOUR INTERESTS ARE WELL SERVED BY ANTICIPATING YOUR NEEDS



The "Empress"

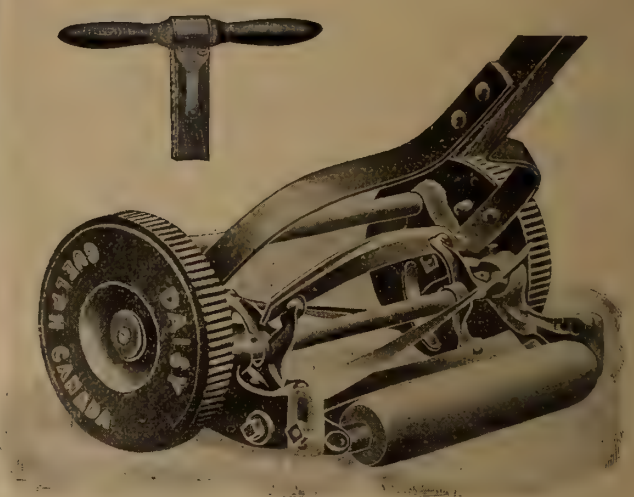


The "Adanac"



The "Ontario"





The "Daisy"

Your customers will demand the best so be sure that you stock T. F. Mowers—tell your jobber you must have them.

New manufactures for 1923 are now ready and prices have been distributed and it helps everybody when you order early.

MANUFACTURED BY

TAYLOR-FORBES COMPANY LIMITED

Head Office and Works **GUELPH, ONT.**

Makers of the World's Best Lawn Mowers

TORONTO
QUEBEC
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HARDWARE AND ACCESSORIES

PAINTS·ELECTRIC·HOUSEWARE·HEATING·LIGHTING·

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VOLUME 14 TORONTO DECEMBER 1922 NUMBER 12

PUSH "GIFTS OF UTILITY—HARDWARE"

A WHOLESALE hardware salesman was recently discussing with a merchant the value of making his store headquarters for Christmas gifts. He was explaining the value of the "Gifts of Utility—Hardware" slogan, when properly exploited. He told the merchant this story: "Several years ago I couldn't find anything for a Christmas present for my grandmother. It seemed easy to find something for everyone else but her. As a last resort I went into a department store. I had thought that I didn't like department stores on account of the cheap help so many of them employ. But I found a very clever woman who soon selected something that I thought was just what my grandmother would appreciate. Now remember, I went to that department store as a last resort. Since that time I have opened a charge account there, and there is scarcely a month but what I visit that store two or three times. From the size of the bills I think my wife must go there every day."

Now that is just what will happen with a large number of people who are attracted to a hardware store for their gifts. If the store is well kept, and the merchandise attractively displayed many people will see all sorts of things they want. They will come back many times during the year. Nothing will do more to build up a big business than an attractive gift stock, and a large Christmas business.

It is no longer necessary to buy a lot of material for Christmas selling that will be left on hand after Christmas to be carried over until another Christmas. People no longer buy junk for Christmas presents. They buy useful articles—"Gifts of Utility," if you please.

Most of the Christmas merchandise has been sold and delivered to the merchants. Only the fill in business is left, but the jobber's salesman still has a wonderful opportunity to help himself sell more goods, if he will only whip into line the more conservative dealers who are making no plans for an aggressive selling campaign during December. Urge every dealer to make special displays. See that all your customers have special signs made up that can be seen for several blocks, sell them the idea of special counters, and displays of gifts for all members of the family. Price tags on the various articles will add materially to the sales. They will be particularly valuable during the last minute rush the last week before Christmas.

Every store that has no women employees should have at least one—if not all year, then for the Christmas trade. About eighty-five per cent of the gifts are purchased for women. Then why shouldn't a woman be employed who is able to make suggestions. Every jobber's salesman should try to influence his customers to employ women during December as they will prove extremely valuable assistants for handling the Christmas trade.

PREPARING FOR CONVENTION

THE 1923 Convention and Exhibition of the Ontario Retail Hardware Assn. to be held in the Armories University Avenue, Toronto, on Feb. 13 to 16, 1923, is expected to be the largest in the history of the Ontario Association.

The plans call for 164 exhibits, 10x10 ft in size, and over half were sold within one week after the plans were mailed to exhibitors.

For the Convention a live program of addresses and discussions are being planned, the central feature being a series of four talks in two days by Franck Stockdale, the widely-known merchandising expert.



The Gift of Gifts

Gifts of of utility, gifts of utility—
Always are welcome whenever received;
Gifts that wear long and well;
Gifts of which people tell,
Thanking the giver for having conceived.
Gifts of utility, gifts of utility—
Better than brilliants whose use is but—show;
Gifts that serve every day,
Workday or holiday;
Gifts that are useful and—yours to bestow.
Gifts of utility, gifts of utility—
Gifts—in which beauty and usefulness share;
Gifts—not to feast the eyes,
But gifts—to utilize;
Gifts—in which service lies; gifts of HARDWARE!

William Ludlum
President Westchester
Hardware Dealers Association.

For reproduction in your local newspaper.

The Fallacy of Competition

Written for Hardware and Accessories By Dr. Frank Crane

COMPETITION is the life of trade, they say. It is. That is to say it is the life of such trade as that carried on by huxters, banana peddlers and small fry generally. The higher you get in business, and the bigger deals you have and the more money you handle, the less important competition becomes and the more you have to study the business of co-operation.

Competition is for the scholars in the primer and the first reader. When you get up into algebra and the high school you have to go on to co-operation.

Speaking in world terms, competition was the great cry of yesterday; co-operation is the cry of today and of the future.

Competition was considerably cracked up in the Nineteenth Century, but the Twentieth Century is the era of co-operation.

In the Nineteenth Century the world was getting out from under its old monarchies and tyrannies in politics and from under its old systems of privilege and slavery and favoritism in business. Consequently, it was the epoch when freedom was emphasized. Everybody was shouting the battle cry of freedom.

When the Twentieth Century came along we began to discover that freedom, if it was nothing but freedom, did not get you much. Every man for himself, politically speaking, meant anarchy. Every man for himself, economically speaking, meant enormous waste and communal inefficiency.

Men began to see that it was not enough to be free, and if they wanted to accomplish anything they had to get together, and somehow make the natural co-operation of free men be as efficient as the artificial unity of tyranny.

Competition unchecked is a pure centrifugal force. Co-operation is a centripedal force. Business and all human affairs move in their proper orbit when these two forces are duly balanced.

In the long run, and with the general welfare of the community in mind, there is no money in competition. All the great fortunes of the United States have been made by men who had the genius of combination.

Armour did not get rich because he was a better meat packer than anybody else. It was because he had a genius for organization that he became the greatest merchant of his day. Harriman and Hill made their fortunes not so much by building railroads as by combining them.

Rockefeller and Carnegie had the same large genius by which they were enabled to build up vast co-operating concerns.

The United Steel Company is a triumph of co-operation.

And the same principle holds true in every man's business. The success of any business concern depends upon the degree in which everybody connected with it joins in perfect team play with everybody else connected with it.

The same thing makes a successful business enterprise that makes a successful baseball nine—team play.

They allies never won the war till they co-operated.

Labor union have no power unless they co-operate.

And by the same token the key to your own success in business and in life is to be found in your ability to get men to co-operate.

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MAKE THIS A HARDWARE CHRISTMAS

Speed Up on the Last Lap and Make the Windows Attractive—Novel Advertising Plans which Brought Trade to Hardware Stores.

THE major portion of the year's business journey has been completed. We are coming down the home stretch in the year's race. A little extra effort at this time may bring you in a winner. Speed up the business machine for the last lap of the year.

The present is undoubtedly the season of the year when business comes the easiest and it behooves the hardware dealer to make the most of the opportunities presented. If a little extra money spent in advertising or needed help is going to boost sales sufficiently do not be backward in expending it. It is good business to spend a dollar when you feel pretty confident that it is going to bring you five in return.

One dealer who gives a high grade calendar to customers at the end of the year, mails a post card to customers advising them that he has a calendar for them and asking them to call for it. This attention is appreciated by customers who generally make it a point to call and many are a direct result of such calls.

Customers are generally pretty well laden with parcels during the last few days before Christmas. One dealer employs a door boy for the last week of the Christmas rush. He opens the door for incoming and outgoing customers and helps the farmers put parcels in their sleighs.

A miniature house roof at the rear of the store, with Santa Claus in the act of going down the chimney will make a good central feature for your Christmas display that will interest both old and young.

Make everything as Christmassy as possible. It all helps. Give the Christmas touch to show cards too. Clip appropriate pictures out of the magazines and papers and use them as settings for your show cards And don't forget to use plenty of price cards. A person must know the price before buying and especially want to know it at Christmas time when there is so much to do in a limited time.

Don't overlook the seasonable "snow scenes" made possible with cotton-batting and "artificial snow" sprinkled about. This makes an effective setting for the highly polished electrical appliances which you sell. Use mistletoe, poinsettia, tinsel, holly, pine—everything that suggests the spirit of the holidays.

Get "motion" in your displays. Particularly during the holiday season crowds will always collect where a window display has "action." A washer washing, a sew-motor sewing, a cleaner cleaning, a toy electric train running, a lighted doll house—all will draw the crowds.

ATTRACTIVE BACKGROUND HELPS

In dressing the window for the Christmas season a proper background is a chief consideration. Some little time ago T. J. Johnston of Montreal put in a display of gift goods and used as a background a very Christmassy effect. With alterations to suit the window this plan can be used by any dealer.

A centre panel was painted in imitation of red brick (or it can be papered—there is an imitation brick paper on the market that could be used for this kind of a background).

A semi-circular top was put on the panel made of fir or wall board at least eight inches wide—this should be painted white—and small two inch square blocks painted red.

In the centre was a large three-foot circle card encirled with a holly wreath and tied with a large red ribbon bow, and at either side were placed small boxwood trees.

Two panels back of the trees were made of wall board with red centre and white edges, and on top of each panel was circle with Santa Claus heads about three and a half or four feet in diameter printed on wall board, with a red background and white edge.

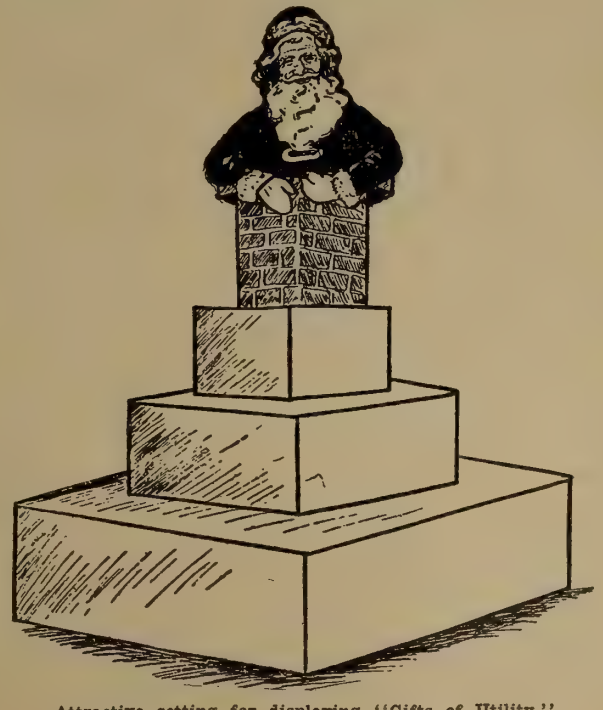
This background allowed for a miscellaneous assortment of gift lines, and the whole made a very attractive window display.

TWO SANTA CLAUS LETTERS

The two letters which follow were used last season by by the Saiter-Morgan Company to boost toy business.

In the first letter, Santa Claus invited the youngsters to visit the stores which he named as being his headquarters and look over the stock of toys, and then to write him a letter setting out their wants and drop the letters in the boxes provided for receiving them in the store.

The second letter, the one on the right, is an acknowledgment of letters received from the kiddies, with some timely advice on good conduct and an appropriate reminder as to how much children may expect from Santa. Note the chummy style used in writing the letters. This is the kind of letter that "goes home" to the kiddies and ties them tightly to the store sponsoring Santa.



Attractive setting for displaying "Gifts of Utility."

The letterheads, were printed entirely in red with a Santa Clause illustration at the top.

LETTER NUMBER ONE

Dear Little Friend:—

It has been nearly a whole year since I last called on you, and I am wondering what you want me to bring you this Christmas. Of course, none of us can be sure of getting everything we want, but I always try and please as nearly as possible everyone of my boys and girls.

Now, I am writing to let you know that down in this part of the world I have chosen The Liberty Hardware store 419-421 Main St. as my HEADQUARTERS. I have on display heaps of toys and I want you to call and see them.

Take your Mamma or Papa along and point out to them what you would like to have and they will get the word to me. After seeing the toys write a letter to me and drop it in the "Santa Claus" mail box you will find at either one of these stores. Be sure and give your parents name and address.

I have put in so much time traveling of late that I may not be in the store when you come. However, the store managers or either one of their clerks will show you the toys and treat you just as nicely as I would. The children like to trade at these stores anyway because they are treated just as nice when alone as when accompanied by their parents.

If you know of any little boy or girl who failed to get one of my letters tell them for me that I did not intend to miss them and I want them to be sure and see these toys.

I hope you have a very happy Christmas and I am going to do my best to make it that way for you.

Your old friend,
Santa Claus

LETTER NUMBER TWO

Dear Little Pal:

I certainly was glad to get your letter telling me what you would like to have for Christmas, I noted carefully all the things you mentioned but I think it well for us all to remember not to expect everything we ask for.

It was necessary for me to make a hurry up trip to my warehouse in the far North in the last few days to obtain another supply of toys for The Liberty Hardware which is my headquarters for TOYS and PRACTICAL gifts.

Do wish you could have been along on that trip North, Gee, but the wind blew hard; so hard that it howled and the snow was something fierce. My, such nice large flakes, just what I wanted, too, for it made it easy for me to come over the house tops with my eight reindeer.

I am sure that you know it sometimes depends on whether or not you have been real good before you are remembered well at Christmas time. Now, I know you have been good and I want you to continue. Go to bed early, keep your face and hands clean, brush your hair and clean your teeth, say your prayers every night and always mind Mamma and Papa and I'll sure be over to your house Christmas Eve,

With Love
Santa Claus

Think of this when serving the next customer who comes in. The better pleased each customer is, the better it's going to be for both you and the store.

MAKE IT A HARDWARE CHRISTMAS

If you are to put hardware on the Christmas map, you must give to your store the holiday atmosphere. Decorate the shelving and display tables with holiday colors. Use a few Christmas trees laden with hardware gifts. Tie up the gift idea with the utility thought. Let your holly decorated signs proclaim "Useful Gifts" or "Practical Gifts that Please." Arrange special tables for special types of gifts. Have one with gifts adapted to the men and label it "Father's Table." Boys' goods can be displayed on another table with a card reading "Boys' Department." Another table can accommodate "Gifts for Girls," and still another can proclaim itself "Monther's Section." Make it easy to select gifts. Get away from the what-to-buy bugaboo, and sales are easy to make.

ORIGINAL HOLIDAY ADVERTISING

It is not necessary to live in a city in order to carry on a very effective campaign. In a little Western town the Gillespie Hardware Co. did a tremendous holiday business by reason of their early and CONTINUOUS advertising for several months before the great event. In the first place, when most people were thinking about buying a Thanksgiving turkey—they stirred the imagination by coming out with an ad surrounded with a border of Jolly Santa Claus faces, and shouting:

"MERRY CHRISTMAS, EVERYBODY!"

"Have you seen the display of toys at this store? Teddy bears, dolls, airplanes, automobiles, erector outfits, Gilbert's outdoor wheel toy, coon jiggers, comebacks, Sandy Andys, tanks, tractors, doll beds velocipeds, kiddie-kars, horsie toddlers, coaster wagons, doll washday outfits, pumps, in fact the largest and most complete line of substantial toys in town.

"Better make your choise now. We will keep it for you and deliver your selection any time you desire."

In addition to this they ran a headed notice in the reading columns which read so entertainingly that few suspected it was an advertisement until the closing paragraph, and even then they were pleased, rather than otherwise, at the suggestions it had offered them. For the benefit of others who might wish to use it, or adapt it to their own particular needs, it is given herewith:

ANOTHER CONTENTED FAMILY

"Once upon a time there was a man whose children were all sick. The baby had the whooping cough, Sister Sue had the measles, and Bennie had a very bad cold and wasn't feeling good, guess he was getting the measles, too. Mamma had to stay at home to take care of her kiddies and couldn't get out to do the Christmas and father was up against it right. He looked in all the windows and saw so many things that he became confused and did not know what to get anybody for Christmas presents.

"He finally wandered down in front of the hardware store. He saw in the windows quite a lot of useful presents and decided to go inside. He opened the door and went in, and at once decided that this was the place to do his Christmas shopping.

"In looking around the store he spied a coaster wagon, priced $5, just the thing for Bennie to get the groceries in, to haul tin cans away, and also to coast on the walk in front of the house.

"For Mamma, he decided to give a food chopper which cost $2, and an electric iron for $6. For Sister Sue, who was just seven years old, he bought a pair of roller skates for $3; and for the baby an aluminum hot water bottle to help keep him warm during these cold days. This cost $3.50.

"When all these useful presents were being wrapped up and put in the coaster wagon to haul home, and the bill was being added up, he discovered he hadn't himself a present, and was wondering what to get. The bill was $19 and so he got himself a carving set to carve the Christmas turkey.

"The Gillespie Hardware Co. was the store where his purchases were made, and mamma and the children were delighted with their presents, which were beautiful to look at and extremely useful as well."

SELLING "GIFTS OF UTILITY" IN ONTARIO

Original Ideas Attract Attention and Make Sales—Some Plans Used by Hardwaremen at Chatham and near by towns.

By A. L. McCready

THE Christmas season is the one period of the year when everyone's purse strings are loosened. The gift-giving spirit is in the air, and though the average individual as winter sets in may grouse and grumble about the added expense of Christmas shopping, he or she forgets all about it as the great day approaches. In fact "to give better gifts than ever before" would seem to be the universal slogan of Christmas gift makers. And to give "Useful gifts" is the slogan in particular of recent years.

Happy thought, that useful gift idea. Next, the matter of choice in what constitutes a useful gift! Surely any commodity that will give service, utility or comfort, as well as pleasure must head the list. And right here the hardware store holds no mean place in the supplying of such useful gifts.

To innumerate such gifts to be found in the hardware store is uunecessary with the man on the floor. Even the junior clerk knows every article of utility and service that his store has to offer each member of the family. But the matter of Christmas stunts varies with different stores.

Over in Thamesville, Ont., a hardware man last year introduced the Christmas season by placing a large stuffed owl in the centre of his shop window several weeks before Christmas. A card nearby carried the wording: "The wise Bird Does His Christmas Shopping Early!" Here was a touch of humor. No one objects to being called a bird in these days, especially a wise one such as the owl is supposed to be.

Another merchant conceived the idea of a Santa Claus post office box outside his door. In newspaper ads he invited the youngsters to write Santa their wants and leave the letters in the box at his shop door. The letters came in and the merchant made use of them to write the parents a friendly letter telling what Mabel or Charlie had asked Santa to bring them. Of course the merchant didn't forget to invite the parents to do part of their Christmas shopping at his store.

Another merchant adapted the self serve idea to his store. 25c, 50, and 75c tables were placed on the floor carrying signs on each table stating that any article on the table could be purchased for the one price. The customer could then serve himself, the clerk only being required when payment is made and the goods being wrapped. In this way the clerk's time was saved and the customer will often purchase more readily when he or she is seemingly relying on his or her own judgement, without any intruding clerk lingering around.

The air of mystery and surprise is another element in Christmas shopping. To be the most effective the recipient of a gift is not supposed to receive it until as near Christmas day as possible. Some merchants take advantage of this and provide their customers with a deferred delivery service. They make this fact known along with the "shop early" slogan, stating that any gift article purchased will, if desired, be held and delivered Christmas eve or when specified. Gift cards may also be furnished the customer making these purchases, the cards being enclosed with goods and wrapped and addressed with name of recipient and date to be delivered. Some extra work is necessarily entailed with this plan, but given in charge of someone responsible the goods can be so arranged ahead of time in regard to delivery, date and route as to go forward without hitch or confusion.

A St. Clair, hardware man carried a stunt a few years ago that also had its touch of humor. His Christmas window held a display of silverware and cutlery, particularly emphasizing carving sets. A large card in the window carried the wording: "Don't Forget Father When Buying Mother That Carving Set." Underneath this in quit small text was the statement that father carved the fowl and much as mother would appreciate the addition of a carving set to her service, so too would father enjoy his Christmas the more by being able to use the new set when serving out the turkey. Other cards in the window suggested what the store had for father himself as well as other members of the family.

And father, the often neglected at Christmas time, may have wanted for months a good jack plane, mitre saw or some other useful tool. Right along that line is a gift after the average man's heart, quite as much as a new pair of skates for the boy.

In this line of mechanics tools the D. H. Douglas hardware store in Chatham, Ont., are leaders in handling such in their city. Special window displays of these and Christmas newspaper ads, boost these goods and the useful gift in general.

Handling toys in the hardware store make it the children's headquarters, and they in turn bring the grown-ups. Many state a fine profit from this line alone. Sporting goods and auto accessories go strong, too, at Christmas time. There may be too much snow to run the old bus, but if other members of the family have an eye to early spring auto rides—well, a gift of a tool kit or part kit will facilitate dad in having the car ready against that time of early spring rides.

Then, things in the electric realm make one of the greatest fields for a hardware store. In these days of Hydro and local power electric appliances are available for practically every city home and many in the country. No one can argue against the desirability of having an electric labor-saving device in the home, from toasters to washers, curling irons to vacuum sweepers as well as globes, lamps and fixtures.

The Willard Hardware Co. store of Chatham, Ont., do a big business in this line the year round and are looking forward to a bumper Christmas trade.

And as has been said there is no more opportune time for the harvest of a real big trade than at Christmas time. Everybody plays Santa Claus to someone or other and a weather eye out will find the hardware man not forgotten—in a business way.

"Buy useful gifts" is the shopper's axiom, and the hardware merchant is in the realm to sell "Useful gifts" and thus meet the shopper to the mutual satisfaction and benifit of both himself and the customer.

HARDWARE DEALERS *can sell* ACCESSORIES

Speaker at Auto Accessories Branch of National Hardware Association Convention at Atlantic City says Hardware Merchants should operate Auto Repair Shops.

G. S. Colladay, of Frank Colladay Hardware Co.

If we can show the hardware retailers there is from ten to several hundred thousand dollars worth of accessories being sold in his community, of which he can get a large percentage by going after it, he would he inclined to do so.

My observation is, however, that in order to get in this line right, the dealer must departmentize it the same as the jobber. In other words, he should handle it just like he does his tin shop, plumbing department, paint or furniture department, or any other department, of his business. The average hardware man, throughout the country, thinks nothing of having a tin shop in connection with his hardware store, and hires a tinner to handle it. The same thing applies to his plumbing department; he would hire a plumber to handle that department.

So why not go into the auto supply business, with a machine shop in connection, and hire a mechanic? So that he may not only sell the items which the car owner will put on himself, but also sell him articles which must be applied by a mechanic, and in this way he would not only secure the profit on the sale of of the article itself, but also a profit on the cost of application as well.

I know of two or three hardware dealers, in various sized towns on our territory, who have handled their auto supply business in just this way, and they all say that it has been a paying proposition for them. In the smaller towns the dealer can even go so far as to sell gasoline and oil, which although it may not bear such a great percent of profit, runs into considerable volume, which all helps to reduce the overhead.

Now, when you stop to consider that the possible net volume of the auto supply business to the hardware dealer is considerably larger than either the tin shop, plumbing, paint or furniture departments of his business, it would seem to me that he is very foolish in passing it up.

If I were a hardware dealer today, in a town of anywhere from five hundred to fifty thousand people, I would most certainly put in an auto supply department, and have a repair shop with a mechanic in charge. The accessories could be sold over the counter by the regular hardware salesman, and the mechanical end of the job could be handled in a machine shop would very easily pay for the expense of maintaining it, and would be the means of the sale of a good many accessories that could not be sold otherwise by the hardware dealer.

If the hardware dealer does go after the automobile accessory business in an intelligent and energetic manner, you will not find the great number of small accessory dealers and machine shops carrying supplies, who sooner or later go broke, and cause the jobber grief.

"I do not wonder that you are anxious to have the retail hardware merchants throughout the country take up the sale of automobile accessories. The statistics will show about 55 per cent of the automobiles are owned in small towns and surrounding communities. As the farmer is the largest purchaser of automobiles, it is a natural consequence that he is the largest purchaser of automobile accessories."

You cannot expect him at the present time, I am sorry to say to be a very good customer for these goods. The price he is getting for his produce to-day is so much below the price of everything that he has to buy that you cannot expect him to be a very free purchaser of any line of merchandise, especially the automobile accessory line.

ACCESSORIES AS HOLIDAY GIFTS

The hardware dealer who will look over his accessory stock with a view to selecting items suitable for Christmas gifts, will find a surprising number of them that can be made to fit into the Christmas merchandising scheme, and will be welcomed as Christmas gifts by a public already well supplied with handkerchiefs, books, off-brand cigars, manicure sets and the thousand and one types of novelty goods that make their appearance at the foot of the Christmas tree, year after year, only to be forgotten and discarded before father has broken his New Year's resolutions.

One of the most powerful factors in bringing Christmas business to an accessory store is a well trimmed Christmas window. This is very easy to set up and need not be at all expensive. A small Christmas tree, some tinsel, some red, white and green crepe paper, and, if desired a little imitation snow, are the only properties required for the setting up of an excellent Christmas window in which can be displayed heaters, sets of tools, spotlights, stoplights, motor meters, hood covers, chains or any article of equipment that can be wrapped up in holly wrapping paper and tied with red string so that it looks like and really is a regular useful and extremely desirable Christmas present for anyone owning or operating an automobile.

It is also advisable to display in the windows and throughout the shop a sign bearing the inscription "GIVE AUTOMOTIVE GIFTS FOR CHRISTMAS." In a great many localities these signs, together with supplies of Christmas cards and Christmas wrapping paper can be obtained from the jobbers.

Many manufacturers are supplying Christmas boxes and display cards to be used in adapting their merchandise to this Christmas business. If, after Christmas, the dealer has any of these Christmas articles left all that is necessary is to put it back into the ordinary packages.

HARDWARE GIFTS OF UTILITY

In many homes members of the family hang up stockings expecting mostly coal, lemons and a few hardware articles for use about the home. Your window could feature this angle with a stocking filled with small items such as soap dishes, dish mops, salt shakers and egg poachers. A card attached to the stocking would get the story across in a few words. People who come in to buy these articles would be brought into contact with your higher priced gifts. You could get them interested in other household gifts and could then suggest the purchase of a special and very useful present to the lady of the house.

CREDIT A BUSINESS MAN'S GREATEST ASSET

Address by E. Munton, Vice President of the Canadian Credit Men's Assn. at recent Convention of British Columbia Hardware Club.

Whenever I think of credit, I am reminded of a little story of a grocery boy.

As he weighed on the sugar the grocer's boy whistled lustily.

"Don't you know that it is very rude to whistle while you are waiting on a lady?" said the elderly customer, severely.

"Well, the guv'nor told me to do it when I served you" explained the boy.

"He told you to whistle?" said the the customer in great surprise.

"Yes'm. He said if ever we sold you anything we'd have to whistle for the money."

But of course nothing like this ever happens in the hardware business.

I would like, first to give you a definition of credit and then a short history of how it came into existence.

Credit is the name given to that business operation by which delivery of money, merchandise or other consideration is made on the promise of future payment.

Looking at it from a little different angle, I might say—That all the stocks and bonds dealt in on all the stock exchanges of the word, all the huge debts and state debts in the world, all the tremendous international trade balance one way or another, all the bills and accounts rec. on all the ledgers of the world, are only different forms and expressions of this wonderful thing named "Credit."

But let us understand at the very outset that, after all, credit is only as good and as strong as the person or institute upon whom it places the obligation to make future payment in money.

The word Credit comes from Credo (I believe), and as to believe is to express confidence, its very essence is "confidence."

Now let us see how credit came into existence. Back in the early days goods were transferred through conquest, that is by force of arms or otherwise, the strong secured what they wanted by force from those who were weaker. In the course of time, however, as men became more peaceable, this was followed by an exchange of goods by barter, this meant that when a person had a surplus in any one commodity, he traded, exchanged or transferred some of such commodity with some one who ha a surplus in some other commodity, this indicated, of course, that men were begining to at least show a slight decree of confidence in each other. This method however, from cause too evident to mention, necessarly limited the number of transfers, but as soon, however, as men could trust to a common medium of exchange, which in time was called money, they were no longer so closely tied to time and place in order to effect a transfer, or exchange of their property. Here, again, will be noted an increase in confidence for no such step from barter to money could have been effected without on increase in the confidence and trust which men were generally acquiring in one another.

The direction of the next extension lay in bargaining for future delivery of goods or services, under the previous money system men exchanged goods for money and vice versa, and the chief risks incurred were those incident to the loss through theft or accident for under or money system the exchange of goods or money were preformed by both parties, who delivered their commodities at the same moment. With the introduction of this new element of future time into transactions, new risks were also introduced and these had to be provided for; this was done by simply substituting a promise to pay money in the future to the party who delivered his goods in the present, upon this simple provision was founded our modern system of doing business and so confidence and trust became not only helpful factors, but the very basis of the structure of industry.

As one authority puts it:

"The money system gave liberty, credit gave opportunity. By credit the competitive system has developed, so as to be able to replace the primitive group system and even surpassed its accomplishments."

As we have already mentioned, credit is based on confidence, confidence in the stability of the locatity in which he conducts his business, in the country itself, confidence in the strength of its government and the soundness of its finances.

Now let us see what is accomplished through its agency.

Credit furnishes a more perfect and convenient means of payments in large sums and between distant places than the precious metals, saving time and labor.

Credit facilities the exchange of goods from the producer to the consumer, starts enterprise, moves wheels, builds railroads, wages wars, makes civilization, in fact the modern world lives, moves and has its being in credit.

But you ask of what definite spceific value is "credit" to a merchant or business man?

(1). It enables him to expand, by making available to him capital that would otherwise be idle.

(2). It enables him to make profitable purchases.

(3). By providing him with funds it enables him to take advantage of cash discounts, and this is essential, for competitive business conditions now demand that a merchant must wherever possible take advantage of discounts in order to leave him sufficient margin of profit.

(4). Should occasions arise it enables him to ask for and secure needed assistance from his creditors, such assistance indeed might be almost invaluable as it might keep him from bankruptcy, for it is at such a time as this that the customers will find that his reputation for honesty and fair dealing, enterprise and business ability, established through his confidential and friendly relations with the house are his most valuable assets.

Realizing then to some extent the value of credit, let us ascertain how a business man can build up or acquire same.

(1). By attending promptly, to all drafts when presented for acceptance, and again at maturity when presented for payment, that is by paying in full or if only in part by sending satisfactory explanation as to part payment.

If he conducts his business on the open account basis

he must remit promptly on the day the account is due, this does not mean five days late, three days late, or even one day late, but promptly on the day it is due.

As an example of how it should be done, I would quote the following:—

A cotton -spinner, an English magazine says, after many fruitless attempts to get a manufacturer to settle his accounts, wrote him a letters couched in very strong terms. The pair met the following day, and the manufacturer protested against the language used in the note. "Every account I get," he explained , "is thrown into a basket and once a month I dip my hand in and draw out four bills. Those bills are paid. Now, if I get any more impudent letters from you, your bill won't even get into the basket."

(2). By prompt attention to all correspondence.

(3). By refusing to make claims of an unjust nature.

(4). By an attitude of friendliness and frankness toward his creditors.

(5). By exhibiting an ability to properly organize and manage his business.

(6). By acting "on the Square" all the time. Besides the foregoing there are certain things from a credit man's point of view that a merchant must have or do.

He must produce confidence by an assurance of his ability and willingness to pay. This is based on three elements underlying the granting of credit namely:— Character Capacity & Capital, sometimes referred to as the three "C's".

Character is the essential of primary importance, it is the essence of the credit problem, for men deficient in character cannot be trusted. In his remark before the "Pujo investigation committe" the late J. P. Morgan said, "Character is the fundamental of banking." How much more forcibly this principle applies to mercantile credit is apparent when we realize that the specific collerateral usually supporting banking loans is absent in business transactions. It goes without saying that the giving of merchandise without the security upon the promise that payment will be made at a future date should be restricted absolutely to the trustworthy. Indeed, every transaction performed by credit involoves the belief on the part of one man integrit and character of another man.

Character lies at the very foundation of modern business and no business can long endure that is not built on that foundation.

The credit man however must not only feel sure of the character of the prospective risk, but must also possess a reasonable knowledge as to his ability to make good on his obligation, in other words, when the credit department is satisified as to the good moral qualities of an amplicant for credit it must then decide how much credit is to be given what is the applicant's capacity. If he is given too much credit he will be in as bad a predicament if not worse than the man who cannot obtain adequate credit for he will be tempted to over expand his business.

To gauge the credit capacity of an applicant the credit man turns naturally to a study of the third "C"—Capital. Suffice it to say in this connection, however, that not only the amount of capital but also the efficiency with which it is used must be considered by the credit department. The data necessry to secure this information are usually found in past experience, the efficiency of capital in particular measures the capacity of the applicant, for it indicates the amount of careful consideration that he has heretofore given to his use of credit and also the extent of economy in the organization and adminstration of his business.

To summarize therefore, we can state the credit equation as follows—Character plus Capacity plus Capital—limit of credit.

Character must exist in full measure if any credit at all is to be given. This question being decided the determiation of the limit of credit involves the study of the varying proportions in which the other two elements Capacity and Capital are present.

Please understand that although credit is a very valueable asset, too much credit is liable to do more harm when it is withheld for one of the most important causes of failure is the overdrawing of credit, men who incur greater obilgations in time of prosperity than their finances or prospects warrant on the assumption that their business will grow sufficiently to enable them to meet their obligations at the time they become due are successful only as long as that prosperity lasts, any looseness in the granting of credit therefore permits and encourages overtrade and trouble results.

I have recently read with much interest a little book by Roger W. Babson entitled "Fundamentals of Prosperity". Mr. Babson claims that Honesty, Faith, Industry, and Co-operation are the real essentials of success or prosperity— if he is correct, and I believe he is, then those characteristics of the man himself most significant to the credit man are identical with the most essential elements for success.

In the conclusion I would like to point out that the small merchant (and I mean by this the man with a small stock) should be just as able to acquire and maintain good credit as the large merchant. It is equally encumbent on one as the other to co-operate with those from whom they are receiving credit, for only by so doing do they win confidence and sympathy of that august individual, the "Credit man."

They must not like the green brakeman, who was making his first trip up the Sierras.

The train was going up a very step grade, and with unusually difficulty the engineer succeeded in raching the top. At the station looking out of his cab, the engineer saw the new brakeman and said with a sigh of relief: "I tell you what my lad, we had a hard job to get up there., didn't we?"

"We certainly did," said the brakeman, "and if I hadn't put on the brakes, we'd have slipped back."

WINDOW DISPLAYS BRING RESULTS

The Trelford Paint Co., Yonge Street, Toronto, who specialize in distinctive window displays as one of their best means of getting business, have been making some very outstanding displays in the past few weeks. One of these that attracted a great deal of attention was a display of brushes and nothing else. They feature one product in the window at a time, but do it so thoroughly that it increases sales appreciably in that one line while the display is in the window. This particular display contained every size and style of brush that they carried from the largest and most expensive paint brush down to small hand brushes. These were arranged on large panels in the back of the window, while the small brushes were displayed on the floor of the display window. Every bit of space was utilized for brushes, and it could not help but attract manifold attention.

Another display of distinction was one of Johnson's floor wax. In addition to the wax in the windows they had numerous copies of a full page advertisement of the product that appeared in the morning papers. With additional copies of the paper placed in the window, showing the first page of the newspapers, quite a great deal of attention was attracted to the window and incidently to the product that was being advertised. This means, is quite a novel one and was conductive of sales.

TRAVELLING SALESMAN CHASES GLOOM

How Sales Can be Made if Dealer Makes Suggestions to Customers of Lines which are Seasonable.

SHUCKS!" exclaimed Bill Hartley, as he opened his order book, preparing for business. "From what you have said, Yates, I suppose you think everybody is going to cease buying and leave the jobbers with a lot of useless traveling men on their hands."

"Well! replied Aaron Yates, proprietor of the Cedarvale hardware store, "I cetainly expect to see things get tighter than they are."

The traveling man laughed. "Yates you're a gloomy old cuss. I'll admit that things are different today. But merchants have been spoiled. During the war almost anything could be handled to customers and they wouldn't kick. They almost begged for stuff regardless of price because it was hard to supply the demand. And the public bought hurriedly to beat advances in price; but now they are doing exactly the opposite."

"That may be true, Bill . But the fact remains: People are not buying any more; things are tighter than a drum."

"Shucks!" exclaimed Bill again. "See here old man, I'm out to sell goods. But before I sell you a nickel's worth I'm going to chase some of the gloom from your mental horizon."

Aaron Yates grunted skeptically without making any comment.

BEGIN RIGHT AT HOME

"First of all," contiued the genial travelling man, "we begin right here with Cedarvale. You have a dandy little country town here with farmers all around to do a lot of buying. During the 'silk-shirt era' we know farmers equipped their places with modern conveniences which they couldn't afford in former years. You see evidences of this everywhere.

"There are new houses and farm buildings; you see new silos, windmills, new fences and more farming implements. You will also find these houses have been equipped with light plants and modern plumbing with running water. In short, the farmer, and everybody else for that matter, spent money while he had it. This created 'good times' and many merchants now sit and look back regretfully instead of looking forward. Those days are over, Yates.

"But isn't it plain that these buyers must naturally require additional equipment and supplies; or at least they will need repairs for what they already have. Now if a farmer wants a windmill repair he will come here to your store first. You are close at hand and all of us want service.

"But when he comes here you must have the stock. And to keep up your stock you will have to buy. Buy judiciously if you wish, but don't lose sales and allow money to go out of town to the mail order houses. It's simply a case of having the stuff and then going after business instead of thinking how things used to be."

"That sounds fine, Bill," said Yates still skeptical. "But talk doesn't go far with me. See here," he continued, pointing through the open door, "there comes John Burton in his car. He is going to stop in here for some trifle. When he wants some large orders filled he sends away for the stuff. Now John is one of those prosperous farmers you have been talking about—he's got all those new-fangled things on his place. Yet I'll bet he won't spend over twenty-five cents in my store. Let me see if you can sell as well as you can talk, Bill. I'd like to see you sell that farmer something more than me asks for. Perhaps you can drum up some of that loose business that's lying around here."

A PROPER METHOD OF APPROACH

"I just want a piece of rope," said Burton, as he entered the store. "We have a pesky cow that objects when we want to milk."

Hartely nodded. "Cows can be mean sometimes," he agreed, as he weighed the rope. "Stanchions in the barn make things better, don't you think?"

"Yes, I do," replied the farmer. "I've often thought about putting in those patented steel stalls and adjustable stanchions; they are fine. As it is now, we simply tie the cow with rope."

"Modern barn equipment is certainly a great advantage" continued the salesman. "But instead of tying with a rope here is a handy rope halter which makes things easy. See, it is adjustable and can be made to fit a cow or a horse."

"Well!" smiled Burton. "That's pretty nifty. I wonder why Yates never showed these to me before. Let me see—I can use four of them—no, make it five—one for the horse and four for the cows."

Bill wrapped the items quickly.

"I guess that will be all," said the farmer, glancing at his watch. "I'll have to get home early to finish my work before dark."

"I see," smilled Bill, without dropping interest in the sale for an instant. "That last remark of yours just reminded me of something, Mr. Burton. Have you ever been shown the advantages of this new gasoline lantern? It casts a 300 candle power light and you"ll find it mighty handy on the farm. Hung 8 feet from the ground, it throws its bright ray 200 feet in every direction. Let me show how simple it really is."

"I've never had much use for lanterns," said Burton. "They won't give satisfaction under bad conditions, and that's just when we need a light most."

"Sure; and I agree that the old-style lantern was not practical all the time. But modern invention has overcome the difficulty, Mr. Burton. You see, this lantern can be knocked over without danger of setting fire to anything. Just one match is needed to light it, and instead of a smoky oil flame you have a brilliant light that cannot be affected by rain, wind, snow or sleet."

"Well, it looks all right to me," the farmer swung the lantern with an effort to put it out. "I've often wished for a good light for my night work. That ought to work fine in my milking shed. I'll tell you what—let me take one of these lanterns along with me; I want to try it out. Maybe I can use another one later on."

A few minutes later John Burton departed, after handing Bill a check for his purchases.

Hartley handed the check to Yates. "Does that look

like twenty-five cents?" he joked. "I think that's what you said Burton would spend."

"Well, I'll be jiggered, Bill! I never thought Burton would buy so much. Why, he's one of the most tight-fisted customers I've got. I really didn't expect you to sell him more than what he asked for."

"Oh, shucks!" Hartley disclaimed any credit. "Burton may be a close buyer, but he saw that you had the goods and he saw what would help him with his work. He simply bought what he needed. Most buyers will do the same; they buy what they need regardless of market conditions. But the merchant has to have the stock, and he has to be up on his toes to get the trade. He can't afford to sit around cussing about conditions.

"There is another thing, Yates. I learned that Burton is in the market for modern barn equipment. You are the one who should sell it to him. But you'll have to get busy and show him that he can get the stuff from you instead of sending away for it. Then sell him some modern dairy supplies, a cream separator and perhaps he can use a milk cooler or aerator.

As I said before, there is plenty of business everywhere—but merchants have got to go after it."

CAMPAIGN AGAINST WOODEN SHINGLES

The city fire protection movement inaugurated by Indianapolis, Indiana, includes a campaign against the use of wooden shingle roofs.

Wooden shingle roofs in Indianapolis have been the chief source of fires for several years past, more than sixty alarms being turned in during a single day on several occasions.

The great conflagration hazard involved is now clearly recognized and every effort will be made to get proper legislation to eliminate the shingle roof.

An ordinance now being drafted would make it obligatory on property owners to replace all shingle roofs with fire resistive material within seven years.

A meeting of representatives of firms selling such roofing was held in the Chamber of Commerce not long ago, and exhibits of roofing material are being shown all over the city together with facts regarding the relatively low cost of this safer form of roof covering.

"If the present rate of roof fires keeps up," Chief Reidel of the local fire prevention bureau said, "the taxpayers will have to pay $500,000 soon for new fire fighting equipment. It costs the city approximately $50 each time a call is answered. During January it cost the city about $27,500 just to put out roof fires."

He says if the roofs are not resurfaced the cost of new equipment will be greater than would be the cost of new roofs.

METAL LATH VS. RATS

By taking advantage of the campaign carried on by health departments for the extermination of rats, the enterprising sheet metal contractor can add another source of profit to his business.

A recent bulletin of the Chicago Health Department recommends the use of metal lath, as follows:

"Metal lath has been found quite effective for rat-proof construction in both floors and walls.

"In residences the lath is used on the first floors in all wall space openings and at the bottom between studding, which prevents the rats from coming up from the basement and thus into the upper floors."

Metal lath naturally suggests metal ceilings and metal side walls in public and commercial buildings; and thus the necessity for rat-proof construction gives the contractor a strong selling argument.

FREE KETTLE SOLD GAS RANGES

One dollar reduction on a gas range is hardly sufficient to attract any attention, and without much question a stove would sell about as readily at $87 as at $86. Giving an aluminum kettle free with each range, however is an entirely different matter so far as the ordinary customer sees it. The "something for nothing" appeal carried by a kettle free with each stove purchased, even if the kettle only costs a dollar, attracts many people who would pay no attention to a cash reduction of the same amount.

The Jury-Rowe Co., Battle Creek, Mich., made use of this idea in pushing some gas ranges which hadn't been moving as rapidly as the management felt they should, with the result that ten of these stoves were sold the very first week after the premium was offered.

"We found that the free kettle attracted considerable attention," said Guy Williams. "On the other hand, newspaper advertising and window displays offering a special price didn't seem to do much good. Of course, this idea isn't particularly new, but it enabled us to sell ten stoves at the regular price where we hadn't been able to sell any at a reduction."

In carrying out the plan, a window display showing a few of the stoves and a number of the kettles that were to be given with them was put in and newspaper advertisements tying up with the window display were used at the same time. The stock was given a good location on the main floor, every salesman was primed on gas ranges, and the result was about two sales a day for the week on an item which previously hadn't been moving at all.

CANADIAN PAINT MEN HONORED

George Henderson, president of Brandram Henderson, Ltd., Montreal although unable to attend the convention on account of being absent in England, was honored by re-election as one of the vice-presidents of the National Paint Oil and Varnish Association at their recent convention at Atlantic City.

Frank J. Penberthy, Lowe Bros, Ltd., Toronto, and L. C. De Merrall, Martin-Senour Co. Ltd., Vancouver, B.C., were also elected members of the board of directors.

Other Canadians present were T. J. Moneypenny, Imperial Varnish and Color Co. Ltd., Toronto, and Walter Ramsay, president A. Ramsay & Sons, Ltd., Montreal.

OPPOSE THE RECEIPT TAX

Probably no more unpopular tax has ever been imposed upon Canadian businessmen than the tax on receipts due to be enforced on January 1, 1923. A tax of two cents is to be paid on receipts of all kinds covering payments of $10 or upwards, the giver of the receipt being required to cancel the stamp by writing or stamping his name or initials and the date before delivering the receipt.

E. M. Trowern, secretary of the Retail Merchants Assn, in calling upon retailers to unitedly oppose the proposed tax points out that it will disrupt every cash and credit sales slip and cash register system now in existence besides adding more expense upon retailers than the tax will net for the government.

W. Walker & Son Limited, 10-16 Alcorn Ave., Toronto, Ont.

Greetings

Canada's fastest growing Wholesale Hardware House sends you a message of thanks.

At other seasons of the year it is not always possible for us to express our thanks and appreciation in the way we would like to. At this happy season however, when joyful greetings are the order of the day, an opportunity is afforded of expressing our goodwill to the trade and our unqualified appreciation to those dealers in particular who have favored us with their patronage duriug the past year. We hope that we have merited a continuance of that patronage.

May Health, Happiness, and Prosperity crown your efforts during the coming year, and may this Christmas be a happy and joyful one for you cnd yours.

Walker Service Excells On Rush Orders!

It's just such a time as this that Walker service meets the bill, maybe you are low on one or two lines or you want certain goods for Xmas trade and here it is where we play a strong card. Our warehouse is continually being replenished with new goods and in all our varied departments we keep right up with the times. We have yet to be caught napping in the matter of right prices and selections in ***right*** goods.

Get Our Prices.

Majestic Heaters
Star Heaters
Electric Toasters
Carving Set
I.X.L. English Cutlery
Stainless Cutlery
Community Silver
Tudor plate
Pyrex Ware
Razors
Safety Razors
Skates
Steering Sleds
Toboggans
Hockey Sticks
Hockey Supplies
Stanley Tools
Toys
Toy Banks
Aluminum Ware
Knives
Ever-Ready Flashlights
General Hardware
Builders' Hardware
Owl Roofing
Owl Quality Products

OWL ROOFING

W. Walker & Son Limited

Wholesale Hardware & Iron Merchants

10-16 Alcorn Avenue - Toronto, Ontario

Call, write, or phone—Private branch to all Depts. North 3133

OWL ROOFING

Window Display that Created Interest

Aikenhead Hardware, Toronto Adapted Novel Scheme in Displaying Refrigerators that Brought Many Inquiries.

A refrigerator is a thing that is not purchased on the spur of the moment. It is a purchase that is well considered before it is made. As it is a thing that is well thought over, a striking window display will do much toward influencing the purchase. Even though the customer may not finally decide to buy until several months later, because he has been considering it, the impression of a good display will remain in his mind. He will, hence, be most likely to patronize the store that impressed him most. Aikenhead's window display was of this type. It was a display that would set the prospective customers to considering the value of the purchase that they wished to make.

In the show window an all white refrigerator fitted with special glass doors, was placed. The special doors were to enable the passers-by to see the interior of the food box. From the lowest shelf in the food box there were hung a number of narrow streamers made from tissue paper. These were to show that there was a passage of air through the box all the time, because, when the motion in the air caused by the closing of the doors, had ceased, they were still seen to flutter slightly, caused by this motion of the air and proving that selling point.

On the top shelf was placed a shallow plate of fine table salt with some matches in the salt. This point was to prove that the air was dry and it was shown after the salt and matches had been in there several days that the salt was as free running as when it was put in and that the matches were unharmed. This was conclusive proof of the second sales point.

To make the display more realistic, fruit and vegetables were put in the box and the ice box was, of course, filled with ice.

In the window surrounding the special refrigerator were placed other styles and sizes. A salesman from the manufacturers was there for the week in which they had the special display, in order to be able to answer any enquiry that came in. The fact that the refrigerator featured was all white seemed to have good influence over the enquiries.

It created a great deal of attraction and during the week a large number of enquiries, which were attributed directly to the display, were received.

ATTRACTIVE TOOL WINDOW

It's not an easy matter to install an attractive display in a window that has three sides to it, so that the trim will have just the right appeal, from whatever angle it may be viewed.

The Ashdown Hardware Co., Calgary, got 'round this difficulty in great shape, however, and its efforts won for it a $25 prize award in the June "Better Windows" contest, conducted by Philadelphia Hardware Manufacturers. Retail hardware merchants whose windows are "split up" in this way might well take advantage of the ideas advanced in this prize-winning display.

A. E. Stephens, who trimmed the Ashdown window, used effectively five Art Panels and adjusted the "Rainbow" streamer at the top of the display in a way that made it strikingly attractive.

A touch of spring is apparent through use of some foliage and flowers on a trestle at the top of the streamer and the palm tree at the right of the display. Little human touches of this sort do much to give life to a window and they give the impression, too, that the merchant is alive to the season.

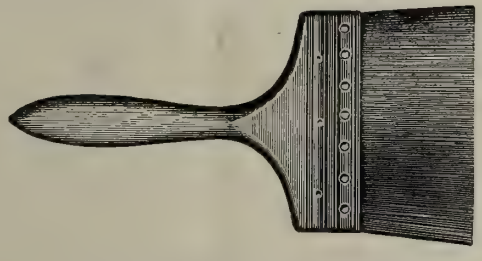


North Bros., Disston and Plumb products are shown in the window. The arrangement of all the merchandise is unusually good, there being no apparent attempt to "crowd" the window. The saw display is particularly effective and provides a background that stands out prominently.

A Merry Christmas

To every hardwareman and Clerk in the trade.
May Health, Happiness and Prosperity be theirs.

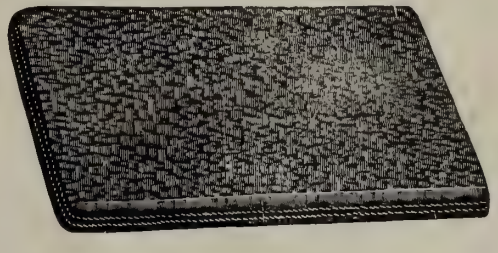
Three Lines Which Will Help Make It a More Prosperous XMAS



MEAKINS BRUSHES OUTLIVE INFERIOR, LITTLE KNOWN MAKES OF BRUSHES.



Hickory Half-bushel Apple-picker's Baskets
In stock at the London warehouse.



Meakins Cocoa Door Mats are made in our own factory in South India. They are very closely woven and are supplied in medium, heavy, extra heavy, and empire qualities.

We can make immediate shipments of these lines. Place your order now and make it a more prosperous Xmas for you.

Meakins & Sons Limited

HAMILTON ONTARIO

Branches at:

Montreal Winnipeg London Toronto Vancouver Liverpool, Eng.

Merchant Cultivates Farmer Trade

Sells 75 Washing Machines and Stoves in One Year in a town of 1500 Population.

By A. L. McCready

PERHAPS no place is so ideal for the hardware man as what is known as a farmers' town. In other words a town where the farmer does the most of his trading.

In this respect Dresden, Ont., is the ideal town, and W. J. Jeffs, local hardware merchant, has the ideal store for this trade, in an ideal corner location, near one of the banks and just across from the post office. And no matter where the town, nothing is more conducive to a good business than this matter of a good location; and the good location being near the post office, where everybody goes, adds just that much more to the location's goodness. Then a good bank nearby is another feature, whether for the convenience of the merchant or that of his customers.

Going further, the merchant in the small town should be a man of wide acquaintance. This is something that the proprietor of Jeff's hardware is a firm believer in. He asserts his best advertisement is being able to be on speaking acquaintance with practically everyone in his district.

Another thing in Mr. Jeff's favor is that nine years ago he was a farmer himself and thus feels in line to cater to this trade. And just nine years ago he took over a $5,000 business that is worth $20,000 today.

Besides himself, Mr. Jeffs employs two clerks and a tinsmith. His stock comprises general, shelf and heavy hardware, and of that the paint department has been particularly active. Prepared roofing, too, has been a leader for the year. In these days of the vogue of the prepared roofing Mr. Jeffs sees no reason why the merchant shouldn't profit handsomely by handling this line. Both owners and builders find prepared roofing a general favorite.

Washing machines and stoves are two popular lines with the store. Over seventy-five of each line have been sold during the past year, which seems a good showing for a town of 1500 and opposition. The farm trade, as previously stated, must be given credit in the business life of the town, and the extent of sales in any particular lines is influenced accordingly.

Many credit sales have to be given, but the general prosperity of the district finds few debtors running in default.

Much of the success in the stove and washing machine lines in the store is attributed to the fact that nationally well-advertised lines are handled. This speaks well for the favor in which the consumer regards the nationally known article. The store, too, believes in the small boys' trade. Wagons, knives, skates, etc., are there for him; and at the time of the writer's call, the store's proprietor was giving thought to the supply of free advertising tops to be distributed amongst the youngsters at the forthcoming fall fair.

Judicious advantage is taken of wide floor space to display goods in the store. Besides counters on one side of the store there is room for two rows of display down the store and two aisles for passageway. Hooks in the ceiling accommodate pails and handle goods; and otherwise unoccupied back and side walls are so arranged as to carry displays of shovels, garden tools and other goods lending themselves favorably to this sort of display.

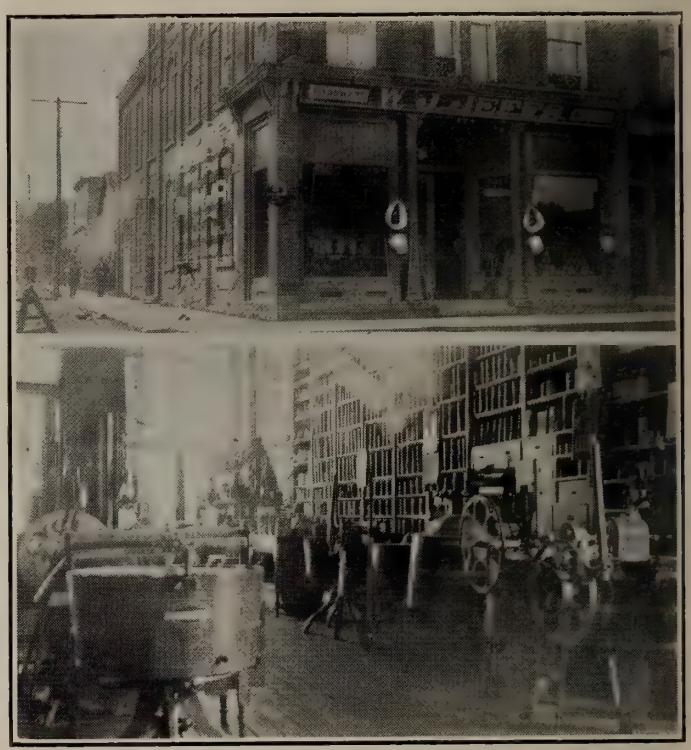
The store, too, has the advantage of being entered from two streets and is light and airy inside. Taken all in all, the store, its location and the community it serves might well be the envy of any hardware merchant.

A WINDOW DISPLAY FOR 40 CENTS

A Chatham, Ont., druggist a few weeks ago made use of a window display which he claims had more pulling power and made more sales while in effect than any he had ever used. Above all it only cost him a forty cent cash outlay, the rest of the window being made possible through the co-operation of a local plumber and a furniture dealer plus the time necessary to place the display. So much attention was attracted by the window that its description might carry a suggestion for the hardware trade.

The window represented a view of a bathroom. The expense of 40c was for the conventional bathroom wall paper used to decorate the back and side walls of the window. Six inch squares of blue and white tissue paper laid on the floor gave the flooring a checkered tile effect.

At the back stood a porcelain wash stand with hot and cold water taps and all connections that are installed in the



W. J. Jeff's store at Dresden, Ontario.

regular way. A local plumber loaned this piece, making the fixtures and building it on a platform so that when placed in position it had all the appearance of a permanent installation.

A large oval ivory mirror hung above the stand; a towel rod hung with two towels was placed to the right, and a shelf holding sponge, shaving brush and soap held a place to the left of the stand. The mirror for the display was loaned by a nearby furniture man.

When completed the window was somewhat unusual and though used to hook up tooth paste with the idea of cleanliness, the few tubes of tooth paste and the advertising placard placed unobtrusively in a section of the window did not in any way spoil the unique effect of the window.

In adapting this window to the hardware trade the idea of boosting razors, strops, etc., suggests itself. Or it might be towel rods, soap dishes or some other bathroom fixture; and a little exercise of imagination will readily find other lines to hook up with the window. Particularly should the hardware man do plumbing and installations, then the idea shows its possibilities in advertising the stand itself.

POINTERS IN SELLING ELECTRIC CLEANERS

By T. F. Kelly, Hoover Suction Sweeper Co. of Canada, Hamilton, before the Convention of Electrical Contractors and Dealers of Toronto in November

OBTAIN complete information regarding cleaner yourself and remember that a machine is not sold until in use in some home. Have the manufacturer's representative sell you very thoroughly on the machine so that you feel full of confidence when endeavoring to interest your prospect in making a purchase.

After a customer has made a purchase just incidentally ask "what kind of a cleaner have you?" or "How do you clean your carpets?" or "How many rooms do you clean?" The foregoing are all questions that are sure to bring an answer as it would be impossible to say "NO" to any of them. Any one of them answered would be enough to let you know whether or not the party was a prospect for an electric cleaner.

A WOMAN'S WORK

It is well to know that it has been proven that the average woman's work consists of

Cooking	25	hours per week
Washing dishes	15	" " "
Sweeping and dusting	10	" " "
Ironing	5	" " "
Washing clothes	4	" " "
Total	59	hours per week

Always consider the prospect's interests which are:—

Her dirt
Her carpets
Her cleaning
Her work
Her home
Her pleasure
Her family's health.

Remember that the greatest majority of electric cleaner sales are made in the home. In this connection make absolutely sure your prospect is comfortably seated.

THE THREE KINDS OF DIRT

Explain to her the three kinds of dirt which are found in every carpet.

1. Light surface dust.
2. Stubborn clinging litter.
3. Dangerous, destructive, imbedded dirt.

Demonstrate to prospect the storage capacity of rugs for dirt. If you take a quantity of soda, rub it with your hand in a space just about three inches square on the carpet it will disappear in a couple of minutes. Then explain to the prospect dirt would be imbedded just like that all over the carpet, to even a greater extent owing to continually being tramped on when walking over.

Demonstrate to prospect her inadequate methods of cleaning rugs and carpets. Take her broom and go over her rugs and carpets.

Prospect should now realize the need of a more efficient way to clean her rugs and carpets.

Now, clean a portion of her rug or carpet with your cleaner.

Let the prospect operate "Her cleaner" to become familiar wih its operation. From now on speak of the cleaner to prospect as "Her cleaner." While carpet is being cleaned talk about cleaner and not its merchanical features but its cleansing qualities.

As it restores the colors and raises the nap in her rugs and carpets bring this to her attention.

Then empty the dirt bag bringing to prospect the attention the three kinds of dirt that have just been removed. The three kinds of dirt were referred to previously.

Prospect should now appreciate ability of cleaner to remove the three kinds of dirt.

Watch for opportunity to close sale during at any time during demonstration but you have now come to a final opportunity and it is here that salesmanship now counts.

Prepare your closing sales appeal from the most appropriate.

Sales appeals in selling an electric cleaner:—

Economy
Health and Sanitation
As a mechanical aid
Aesthetic.

Remember electric cleaners are sold by:—

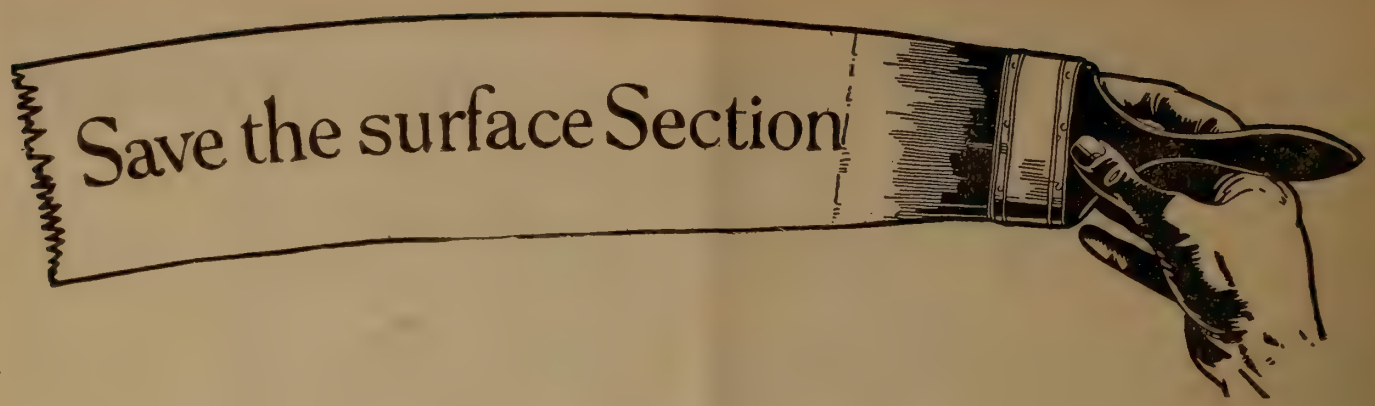
Going out,
Getting into electrically wired homes with carpet or rugs,
That need is appreciated,
Signature is secured.
Initial payment obtained.

Then a service is rendered and a profit obtained.

POINTS ABOUT FIRE INSURANCE

W. P. Lewis in a recent address before the Pennyslvania and Atlantic Seaboard Hardware Association, that impressed upon the members when a merchant made any improvements on a building, etc., or put an addition to it, should write to the company and ask for a permit. If you do not get a permit you lay yourself liable to void the whole policy.

Then again, if you are going to introduce into your present business some side line, whatever it may be, that that is far more hazardous than conducting the ordinary hardware store, you should ask the permission of the Company. You can usually get it without any trouble at all, but get that permission. Do not simply go right along without payng any attention to it because you take a long chance. Fires have been very severe during that past year and also so far this year. Keep your premises clean. Clean under the stairway; and do not throw rags alongside the oil can. Properly handle your gasoline and always be on your guard.



How Retailers Can Sell More Paint

Nelson M. Gross gives Some Timely Suggestions in an address before the Pennsylvania Hardware Association.

Not long ago I had occasion to inspect replies from a questionaire sent to over 200 hardware dealers in New Jersey and Eastern New York. One of the questions asked was, "What is the ratio of your paint and varnish sales to the rest of your business?" The replies ran all the way from 10% to 50% and this range would seem to be significant at this time when we are discussing the topic, "How can the Hardware Dealer Sell More Paint and Varnish?"

As such a topic would seem to indicate, all present are not merely "handling" paint and varnish but are actually "selling it" and it is inspiring to a paint man to be called on to help in discussing means of increasing these sales.

Before taking up this topic specifically, let us consider for a moment the paint and varnish industry and its direct bearing on and application to the hardware dealer.. The paint and varnish industry is only in its infancy. A definite goal has been set to double the industry by 1926 and to achieve this goal, the vast amount of potential orders for paint and varnish must be realized. Last year approximately two hundred million dollars worth of paint and varnish were sold in this country. This represents approximately only 25% of the volume that might be realized were property properly protected. Applied to your own store, it means that for every five of your customers there are fifteen others not yet sold on the economic value of paint and varnish. New construction is responsible for only 25% of the normal consumption of paints and varnish. The remaining 75% goes for the repainting and revarnishing of surfaces to remove the effects of wear and exposure and prevent deterioration. It is on the endeavor to enlarage the latter field of consumption that our energies should be directed, for it is this broader aspect of the industry that all of us manufacturers, jobbers and dealers must appreciate if we are to realize the goal we have set for ourselves. It is a question of enlarging the size of the pie, rather than fighting for the same piece.

The Save the Surface Campaign, is now finishing its fourth year. During that time it has conceived and launched a great advertising and educational campaign that is rapidly breaking down any obstacles that may have existed in the way of greater use of paint and varnish, and is creating in the public mind a realization of the economic features of paint and varnish—for up to quite recently paint and varnish were luxuries—beautifiers—rather than the economic necessities they are now realized to be. The value of this campaign to all of us interested in the manufacture and sale of paints and varnishes, is immense; the slogan itself—"Save the Surface and you Save all"—is from an advertising standpoint alone, one of the most valuable slogans now in use and is the envy of other lines of industry not so well organized. You men here tonight undoubtedly appreciate the value of the Save the Surface movement, but what you are perhaps more interested in is how it is going to help you sell more paint and varnish and how you, yourselves, can best act to sell more paint and varnish. The place to start is with yourselves and with your own store. If you really believe in the greater use of paint and varnish, it is only consistent that the outside and inside of your store should represent what you believe. It is often effective to paint the outside and inside with some distinctive color so that your store stands out and is remembered for its attractive appearance. No less important is the inside of your store, the walls of which should be painted a color that is pleasing to the eye and is inviting to the women customers who often contribute the bulk of your sales.

The reduction of your stocks is a point which deserves serious consideration. Most stores that I have been in carry anywhere from two to five lines of varnish stain, for example. This not only means economic waste and too large an investment, but also makes it impossible for you or your clerks to know what is exactly in stock. If I were to advise, I would say, get a good line; carry complete stocks of it and stick to it. It would be impossible to carry everything that customers might ask for. What you can do is to carry adequate stocks of the line you decide to push in addition to certain specialties that can be stocked profitably even at the risk of duplication, and then really push it. One of the next things to do is to put your paint and varnish stock up near the front of the store where it can be seen. People take it for granted that you handle nails and hardware, stoves, tools, etc., and they are sold on the necessity for buying many of these articles before they come into the store. In my judgement, there is no line that you handle that has the possibilities that your paint and varnish line has. Give it, therefore, the position of prominence it deserves. I have been in some stores where the paint stock has been kept altogether out of sight and even in the cellar, and the dealers owning the stores have invariably complained of their poor sales. Put paint and varnish at the front for what other line that you carry represents a potential market four times as large as that at present being exploited? Certainly not stoves, nor refrigerators, nor a host of other items, the market for which is constantly at or near the saturation point. As you travel thru the country by train or auto, look closely at the houses you pass and you can more readily appreciate that for every well painted, well kept house there are three others badly in need of paint and varnish.

Having decided on one line of paint, varnish, enamel, etc., and having a sufficient stock of it on hand, the next most important thing to do is to know your line and to give the



"Save the surface and you save all" *Paint & Varnish*

The Seven

Floglaze

lines are

Exterior Finishes
Home and Farm Finishes
Art Shades
Velvet Finishes
Porch and Veranda Floors
Lac Shades
Auto Finishes

Registered **Floglaze**

The Finish That Endures

Lac Shades

(The Can with the Green and Red Label)

Are Big Turnover Producers

These shades admirably fill the demand for a high grade Varnish Stain.

For finishing and renewing floors, woodwork, furniture, etc.

The brilliant and enduring qualities of Floglaze Lac Shades remain long fixed in the customers' minds.

Bigger, better business can be built with Floglaze Lac Shades, which means larger and quicker turnover.

Floglaze
M L
FINISHES THAT ENDURE
QUALITY

Our dealer's booklet "A Guide to Larger Profits" describes Floglaze Lac Shades fully. Write us for this book.

THE IMPERIAL VARNISH & COLOR CO. LIMITED

HEAD OFFICE **TORONTO** CANADA

MONTREAL **WINNIPEG** **VANCOUVER**

Eastern Distributors:
PAINT & VARNISH LIMITED
MONTREAL
243 Beaver Hall Hill

Sole Distributors for Manitoba, Saskatchewan and Alberta
MILLER-MORSE HARDWARE CO. LIMITED
"THE BIG WINNIPEG HOUSE"

Distributors for British Columbia
THE **SHORE-WALLACE CO.** LIMITED
155 PENDER STREET WEST,
VANCOUVER

time necessary to educate your clerks, so that they may be real paint and varnish salesmen instead of "figure heads". In this you should call on the manufacturer and the manufacturer's representative, who are only too glad to furnish all necessary literature and the time required for imparting the knowledge of the line that you and your clerks should have. The manufacturer's representative is generally glad to help with suggestions of a practical natuure; dressing your window, arranging your shelves attractively, etc. Capitalize on this willingness and you will be a long way on the road to greater sales. Should your manufacturer be unable or unwilling to supply this co-operation these dealer helps and sales assistance, then I believe it is high time to look for a source of supply and line that will.

Get out of your store more; become familiar with your neighbors and business acquaintances, so that they know that you are in the paint and varnish business and will call on you for their requirements.

Learn to know your town and its needs. I have heard of some dealers who have secured a map of their town and have put pins on the property needing paint and varnish. As fast as this need was supplied, they removed the pin and in this kept a check on any possible sales.

The telephone can be utilized to good advantage for calling up people you know and even names taken at random in the directory. The average of sales you will make by this means is unusually large. Advertising signs and local newspaper advertising are, of course, always effective and are good investments.

Most manufacturers are only too glad to write promotion letters to lists of prospects that you supply and it is surprising how few dealers avail themselves of the opportunity to furnish these lists for promotion purposes by the manufacturer..

In order to sell paint and varnish all the year around, conduct a special drive on house paint, floor paint, etc., during the spring and summer months; push flat wall paint, stains, interior finishes, etc., when the cold weather comes around and between these drives, put special effort on certain specialties for which there is special seasonal demand. A poor salesman always complains that his territory is unusually hard and presents problems which are not present in other territories. In the same way a poor merchant will always complain that his particular neighborhood presents obstacles to the sale of paint and varnish which other neighborhoods do not possess. You can sell good paint and varnish any place, any time, if the will is there and the confidence in the line you are selling..

Remember that you have back of you that greatest advertising and educational movement now in existence,—tie up with this movement and make the Save the Surface Campaign a real asset to your own particular business; be selfish about it if you like, but be determined to get the most out of the hundreds of thousands of dollars that are annually being spent to put across the Save the Surface Campaign. I have not been asked to solicit subscriptions for this Campaign, nor do I wish to at this time. I do feel, however, that dealers as well as manufacturers, jobbers and salesmen should be a part of the campaign, particularly as they share directly in the benefits.

Indolence is the business man's greatest menace.

Thank the Lord we are alive—a lot of good fellows are not.

SAVING HUMAN LIFE BY "SAVING THE SURFACE"

Discussing the "Soul of Business", Dr. Russell H. Conwell, famous pastor and educator, told the recent convention of Paint manufacturers at Atlantic City, of the good that is done to humanity by paint and varnish products.

"I came today from one of the hospitals over which I have to, preside said Dr. Conwell," and in that hospital they are covering a sweet little girl with a kind of varnish, because she has been so severely burned that she could not live without this new skin being spread upon her, which is a kind of paint and a kind of varnish.

"So that paint isn't simply for what is seen from the outside. It is to protect from danger of disease and other kinds of danger. And if you look at your business as a great benefaction for the preservation of life, for the shutting out of the germs of disease, you become at once a benefactor to your kind. If you look at your business as supplying to people that which humanity needs, you are then following the Master by going around doing good.

"It makes a great difference to a town in its prosperity as to whether its houses are painted or not. If you get every person in your town or villiage to paint his house and do it thoroughly you are establishing a prosperity that reaches to the furthermost occupation of every laborer of the town. You could scarcely do a greater deed than to have the town or city painted in appropriate colors that give helpful influences upon mankind."

Remarkable Success of "Save the Surface" Movement

Our objective for 1922 was to make it "The Greatest Paint and Varnish Year." That as an Industry working together we have succeeded must be gratifying to all of us. In the face of the many difficulties and problems in the situation and with a record such as was 1920 with its unlimited and unrestrained demand, is an accomplishment which I submit to you is worth all of the effort each of us has put into it.

Our main objective as unamimously and uniformly adopted at the annual conventions of the several associations in the Industry, held during the closing months of last year and the early months of 1922, was to "Double the Industry by 1926."

The Bureau of census statistics now before us show that we have already accomplished over 31% of our five-year job, based upon the volume of business done during the year 1921 in which the objective was launched;

I have reduced the gallons of Mixed Paints and and Varnishes to a basis of pounds, figuring an average of 14 pounds to the gallon for Mixed Paints and 7½ pounds to the gallon for Varnishes. Putting these figures together with the total poundage for the other three classes indicates an increase on the total volume for 1922 over 1920 of 11.6%. Calculating 1922 against 1921 on the same method shows an increase for 1922 of 31.6%.—Ernest T. Trigg, president of the National Paint, Oil and Varnish Association, at Atlantic City Convention, November, 1922.

Take an Inventory of your stock of —

Superior Machinists' Vises

"The Vise that never lets go"

Strong and Rigid

Made in Canada



Made in sizes from 3" to 6" Jaw.

CAN BE RELIED UPON FOR THE MOST ACCURATE WORK.

We also make many other styles of Bench and Machine Vises, Bench Grinders, Small Air Compressors, and Saw Mandrels.

Write for further information and prices to

A. G. & A. L. BROWN & CO., Montreal **DAVID PHILIP, Winnipeg**

SUPERIOR MACHINERY CO., Limited, 51 York St., London, Ont.

THE LATEST DEVELOPMENT IN WRENCHES

"IT CAN'T LET GO UNTIL YOU LET IT"

Drop forged hardened steel, highly polished all over.
A FAST SELLER
Makes an instant appeal to mechanics and auto owners and sells on sight.



Can be used as a wrench or pliers and will do work no other wrench will do.
PRICES REDUCED
Send a trial order today.

Manufacturers Of Universal Lever Adjustable Wrenches, Auto Accessories And Novelties

UNIVERSAL WRENCH COMPANY, 2 Medbury Lane, Windsor, Ont.

Hockey Stick Specialists

OUR HOCKEY STICKS

are made in the largest factory in Canada. They are manufactured with a view to get the best

Quality, Shape and Finish

They LOOK WELL, SELL WELL and LAST WELL

Write for latest price list

ST. MARYS WOOD SPECIALTY CO.
LIMITED
ST. MARYS, ONT., CANADA

KEEP IT UP!

One step won't take you very far, you've got to keep on walking;

One word won't tell them what you are, you've got to keep on talking;

One inch won't make you tall, you've got to keep on growing;

One little "ad" won't do it all, *you've got to keep 'em going.*

Make This a Radio Christmas

There is no doubt but that radio has taken a very strong hold on the Canadian public, and is here to stay. Manufacturers everywhere will get together in an effort to see that only fully tested and satisfactory articles are offered for sale. This would go a long way toward increasing the public's good will.

Reports received by Radio from the Maritime Provinces show a very healthy conditions of trade throughout, and, since the opening up of the big new broadcasting station in Montreal, new enthusiasm has been shown throughout the entire Province of Quebec. Ontario, being the pioneer province of the radio field in Canada, is showing every indication of holding her own throughout the coming year. In the Middle West, Winnipeg, just now the leading radio centre, has no less than seven broadcasting stations. The West is showing a great deal of interest in this field, and the manufacturers and distributors are reporting splendid increases in trade.

The dealers all over the country are co-operating in every way possible to make this Christmas season the biggest yet for radio. The very attractive way that the sets are assembled and boxed make them especially attractive for Christmas gifts. A prospective buyer can today walk into almost any dealer and buy a radio set at any price to suit his purse, from the small crystal receiver to the large vacuum tube set in beautifully finished cabinets, either to be operated by an inside or overhead antenna as he chooses.

The list given below will probably help to solve the very difficult problem of "What to give my chum this Christmas?" If he is not already a radio fan, probably the reception of some essential part of a receiving set may arouse his interest and induce him to join the already large number of amateurs.

Indoor aerials	Ground switches
Insulators	Loud speakers
Amplifying transformers	Rheostats
Charging outfits	Head sets
Crystal detectors	Tuning coils
Batteries	Vacuum tubes
Phone condensers	Complete sets
Lightning arresters	Variocouplers
Antenna wire	Etc., etc., etc.

Prophesies Great Future for Radio

Meade Burnett, at Atlantic City Hardware Convention

In the very near future, every farm will of necessity have to be equipped with a radio receiving set because of the pertinent news and information that can be obtained at stated intervals during the day and night, all of which is of importance and interest in the conduct of farming operations whether large or small. As an entertainer for any home, a radio receiving sets is without a rival. Granted that you have agreed in these premises, then the broad use and wide sale of radio receiving sets will surely follow.

"Radio will enter every home because it is of interest to the entire family. We are witnessing today the origin and rapid growth of a new industry that is universal in its attraction and one that will be in as universal use in the home as running water or any other household convenience.

"I hope you appreciate that it is necessary for me to be rather general in the presentation of this sketch, because the sale of radio merchandise is of so recent date that the accumulated experience available does not permit the use of exact facts and figures. I could cite as examples wholesale houses whose business in radio has been of a very satisfactory volume and profit compared with their other lines. This I have preferred not to do because the cases treated might be considered as special ones. Not before January of this year did the sale of radio devices for home use really assume large proportions, or did the wholesaler become greatly interested. I can, however, give you definite facts with regard to the potential market. This I will endeavor to do very briefly.

"There are today in the United States six million five hundred thousand farms, twenty-five million families, and twenty-one million homes. On the 15th day of June, 1922, there were six and one-half million Fords in use. It is estimated that there are in use between six and seven million phonographs. There are in use thirteen and one-half million telephones, or one to every eight persons or every two families. It is estimated that there are today between six hundred and eight hundred thousand radio receiving sets in use. These figures are in a way indicative of the potential market."—

HEATERS ARE SELLING WELL

This year is proving to be a very good one for the sale of electric and other kinds of heaters. The shortage of coal seems to have influenced many people to get electric heaters in an endeavor to replace the coal that they have not been able to secure. The most important thing that seems to be considered by the customers is the price. The cheaper makes of heaters have been having a remarkably good sale.

Aikenhead's, in Toronto, attracted considerable attention to one of their windows with a very well laid out exhibit of heaters recently. They had the various kinds of heaters displayed in their window in more or less prominence in respect to price. The cheaper heaters were on the floor of the window in front and the higher priced ones were placed on stands of different heights behind the cheapest ones on the floor. Price cards were attached to each one. This window gave the passerby the first impression heating by electricity was very cheap in the initial expense, at any rate. As it is first impressions that generally influence sales the windows drew many customers. Once the customer had asked for heaters it was up to the clerk whether he went out of the store with one of the cheapest or one of the most expensive heaters.

A GIFT FOR THE WHOLE FAMILY

It frequently happens that a customer is desirous of purchasing a chest of flatware for a Christmas gift, but states that he cannot afford to do so. When such a condition arises it might be well to suggest that the chest of silver be made the gift of the entire family, and that the cost be pro-rated among the various members. The suggestion can also be made that each member of the family give a part of the entire set. For instance, the father may give a dozen knives, the mother a dozen forks, and so on. This idea of tying up an entire family on a gift may also be applied to the giving of articles of hollow ware.

Canadian Distributors—The Mullard Radiovalve Company, Limited, England.

CONDENSERS
GRID LEAKS
RESISTANCE
Dictograph
HEADPHONES

FAMOUS Trade Mark RADIO MULLARD VALVE BRITISH MADE

DETECTOR VALVES
AMPLIFIERS
POWER TUBES
RECTIFYING VALVES

"ORA" Receiving Valves.

"BUNGALOW" Units, Complete Receiving Sets.
BURGESS "B" BATTERIES, all voltages.

DICTOGRAPH LOUD SPEAKERS, the finest ever, price $27.50
RADIO TRANSMISSION SETS.

MULLARD VALVES — NOISELESS — ECONOMICAL — EFFICIENT — ONCE USED ALWAYS PREFERRED

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510 Hastings St. W., Vancouver, B.C.
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214 C.P.R. Bldg., Saskatoon, Sask.
304 Guarantee Bldg., Montreal, Que.

Complete Line of

Wholesale Radio Supplies

WHOLESALE DEALERS ONLY

TORONTO RADIO COMPANY
147 Victoria Street, TORONTO

TOMLINSON & FORBES

Manufacturers of

High Grade Radio Parts

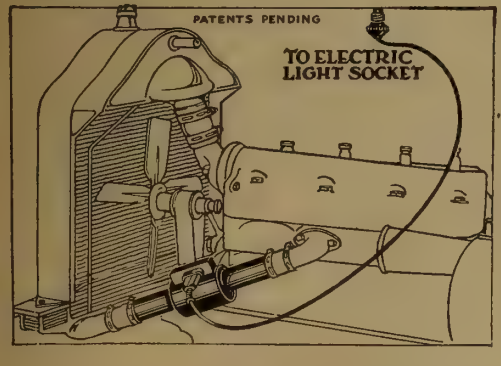
Service Quality Price

"T & F" parts are made under these conditions. We specialize in Triple Coil Mountings, Plugs and Lateral Coils. T & F parts are stocked by the best stores Have you ordered yours? Price list on application.

28 Duke St. TORONTO, ONT.

Mayall Motor Heaters

This solves winter engine trouble. Connected with any electric socket, it maintains heat in the car's water system, ensures easy starting, saves the battery, gives all the heat required in the garage, and can be installed in a matter of minutes. Model suitable for all cars.



For Fords
$10
For all other makes of cars
$12.50

If your Jobber cannot supply you, write us

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Manufacturers of Mayall Flat Spring Bumpers, Float a Ford Shock Absorbers and Mayall Radio Equipment



The "Reliable" Variable Switch

is the solution to the wireless battery problem.

By pointing the regulating arm to the voltage required (as indicated on dial), the voltage is increased while the amperage current remains the same. With the "Reliable" Variable Switch the Negative and Positive leads may be kept stationary.

Ask to see the "Reliable" Variable Switch at your Radio Equipment Dealers—you'll decide then to own one.

Use "Reliable" Unit 9122 or 9222 for Peanut Valve Filament.

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The Dominion Battery Co., Limited
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Increased His Paint Sales Nearly Tenfold

J. F. Miller Sold $5,000 Worth of Paint in a Town of 324 People—How a Live Salesman Helped Him

By C. M. Lemperley

BEFORE I met this man Miller I had heard something of his success as a hardware dealer in a town of less than 500 people, 324 to be exact.

So I got him to one side and he seemed willing to talk and glad that I showed an interest in his business. I believe the small town merchant as a rule appreciates and enjoys a "chat"—he is anxious to talk his problems over, anxious for help, ideas and encouragement. And on the other hand, we can all learn much from him. He knows and deals in facts. He meets and deals with the consumer. He knows his community intimately. He is more than just a store keeper—he is adviser and friend.

Wilkinson is just such a town as you would expect from such a population—with a fair trading radius and the average business and farm opportunities.

I asked Mr. Miller if it was true he had brought his paint business from $600 to $5000 a year, and he assured me it was, saying:

"In 1909 we bought the hardware store where we are now located. We purchased with this store a stock of paint and sold a small amount of it at a profit of 35 cents per gallon. Owing to a little difficulty at that time with the line, and not knowing how to test the quality or sell the line, and through the influence of a big, good-natured salesman, we discarded this line and took over another line of paints.

The Old Sales Methods

"Perhaps you would like to know some of the 'many' sales arguments we used at that time to sell those goods. The facts are we never had any sales arguments. If, when Bill Smith came in, he asked, 'Miller, what kind of paint do you sell?' I would say, 'We have Blank's, a little of Smith's and a little of Jone's. What kind do you want, or I mean what color do you think you want?'

"He would say, 'Well, I hardly know. Have you got a color card?'

"'Yes, I think we have,' I would reply.

"Then I would look through all the ranges, stoves and implements and ask my partner if we had any color cards. He asked what the color cards were for and I told him they were to show the colors of paint. He would say we ought to have some, but we could not find any.

"I would then say, Well, Mr. Smith, I think No. 63 would make a dandy house job.'

"'What color is that?' he would say.

"'Well, I think it is a gray,' would be my reply.

"'What is it worth a gallon?' he would ask.

"'I believe we had been getting $1.50.'

"'Well, I will see you some other time. Good-bye.'

"Then he would walk out.

I simply mention this as somewhat typical of our paint salesmanship in 1909, and I think if you had made a survey of other paint dealers at that time, and even now, you would still find a lot of that sort of thing.

"That is about the way things went year after year. In 1916 we paid $487 for paint. In 1917 we paid $529 for one paint line and $442 for another, but sold very little. Why? We didn't know the first principles of selling paint. Up to this time we have never had anyone teach us how.

"The hardware man hasn't time to keep himself posted on all the sales arguments on all his lines. He has too many. So what is he going to do? This is just exactly what everyone would do—sell the line of merchandise he knows the most about. I never knew the time when implement houses did not send out canvassers to drive with the dealer and keep him posted on all the new implements and all of the very latest sales arguments.

"In the spring of 1918 a real paint salesman called on us and found on our shelves practically all of the well-known paint, and it was a leading line we had bought the year before. He did not ask us to buy more paint, but asked us if we would be willing to co-operate with him, do a little local advertising and move this paint. Of course, we were not overly enthusiastic about this, but told him we would do it. The next thing he did was to put on a demonstration at our store. We did a little advertising and about a week before the demonstration he came out and decorated our windows with a lot of window trims. He showed so much interest in us and made our store look so nice that we at once became interested.

The Demonstration Got the Crowd

"We began to talk about this demonstration to our customers as they came into the store, and by the date set we had a nice crowd. This salesman was there with another representative of that concern, and they went into this paint and showed the difference between high grade and cheap paint, and made tests of paints and varnishes which created a very favorable impression on the crowd. We gave away premiums to help out and had a drawing contest. These demonstrations are what sold our community as well as ourselves on the line.

"About a week later this salesman came back and we got into the old Ford and started out. I will say that during this demonstration we had in connection with our drawing contest some coupons printed and on those we said, 'Are you going to paint?' We handed these out and in this way collected a great number of paint prospects.

"When we called on the first prospect my friend took little black test boards and we began to demonstrate paint. It was interesting to this prospect as well as myself, and I became anxious to try it, too. I must say that we accomplished what I had always thought was impossible. We showed covering capacity, spreading, hiding power, etc.

"On that drive we sold one man paint for his house and barn, yet he had already bought another line of paint and it had been delivered and ready to use. It had been purchased from some distant place, and after seeing our demonstration he decided he did not want to use that dope, but wanted our quality. We met another man on the road and sold him 100 gallons and delivered it at one time. He was a man who owned two big farms and bought this paint for his barns and silos.

"We sold another man barn paint for his barn—yet he was a merchant carrying a competitive line of paints in a town two miles away. In not a single instance did we cut our price.

"This is resale work and gets the business.

"I heard a paint salesman say that he did not care to sell the dealer, put the goods on his shelves and then resell it for him. We will say, for argument's sake, that the paint manufacturer does not owe this kind of service to his dealers. For the sake of any salesmen and particularly the young salesman in whom I am interested, I will say that they owe it to themselves and to their company. But more than that, they will enjoy it.

"Remember that while they are doing this, they are teaching their dealers to sell paint. They are making better and more enthusiastic dealers. They are teaching them how to make more money out of their propositions. They are rising above competition.

"I presume we are not much different from hundreds of other dealers, who would enjoy this same co-operation. We became so enthusiastic about selling paint that when this star salesman got through driving with us, I asked him if we could borrow the little test boards and little spoons so I could demonstrate paint myself. He said he would give them to me.

He Knows How to Sell Paint Now

"Well, I was as proud of those as a boy would be with his first new slate, and we have followed this plan of selling paint up to the present time. We now make three drives to sell paint where we make one to sell implements. Why? First, because of the profit; second, because we now know how to sell paint better than any other line.

"As a result of this co-operation our total paint sales were $5,341.65. Our business jumped from $600 to $5,000 the first year of our rejuvenated salesmanhsip. Our estimate for the new year is about $6,000—not bad for a town of 324 people. If we make this estimate it will figure over $18 per capita on the town population alone, but, of course, we get a good share of the business from the outlying trading radius.

"I want to say that the resale plan has meant dollars to us and will mean dollars to anybody who carries it out. Our paint department is now the most valuable department of our business. I do not believe we had over $1,000 invested in paint at any one time, even the year when our total sales were over $5,000. Our total sales for the entire store, including all lines, in that year were $35,000, so you will see one-seventh of the total was represented in paint."

COLEMAN LAMPS SELL PAINT

F. E. Hendershot, Mount Forest, Ont., has adopted a very effective means of demonstrating Coleman Quick Lite Lamps and in addition to finding a ready sale for the lamps is also finding that they help sell other goods.

As will be seen by the accompanying illustration, Mr. Hendershot uses one or more of the lamps on the counter of his paint department and has the lamp lighted whenever the store is dark, the bright light bringing out the best effects of the color cards and other fixtures used to demonstrate the many effects obtained by the use of paints and varnishes.

One of the Quick Lites big selling points is its soft, natural, mellow light, claimed to be just like daylight and which makes it possible for customers to match the most delicate colors of paints or other materials. In Mr. Hendershot's case, color cards are placed directly under the rays of the lamp and with a mirror like glass finish on the top of the counter, the paint department is made particularly attractive and outstanding, thus attracting customers as well as giving them the best possible service after the customers have come to the paint counter to be served.

Hardware merchants with Coleman lamps in stock will find it good business to light them up each evening, not only during the Christmas season when they are particularly suitable as holiday gifts, but also at other times of the year in any department such as paints, cutlery, aluminumware or other classes of goods where the appearance of the article on display will be enhanced by good lighting effects.



Coleman Lamps used to sell paint in store of F. E. Hendershot, Mount Forest, Ont.

GASOLINE TANK SYPHON

Many times it happens that the motorist wants to take some of the gasoline out of the tank of his car for other purposes. Perhaps it is to fill one of the handy portable gasoline stoves which have become so popular with the public in the past few years, perhaps the gasoline is needed to clean a tube for a patch, or to clean some part of the car. Regardless of what it is wanted for, there has always been a real difficulty in removing it from the tank. Many a fervent wish has been made for a devise that would enable the transfer of gasoline easily, quickly, and without loss.

Such a device is now being made and sold by Prentiss-Wabers Stove Co., 10 Spring St., Wisconsin Rapids, Wis. It is a small compact device, consisting of a rubber tube, at one end of which there is a bulb, pressure on which exhausts the air in the tube after one end has been placed in the gas tank. This starts the flow of gasoline, on the old principle of the syphon.

The entire outfit can be carried in the tool case or in one of the door pockets on the car. It will save its price many times over by preventing delays, exasperation, and loss of gasoline. The retail price is $1.00.

NEW CORONA RANGE

Manufactured by the Tudhope-Anderson Company, Limited, of Orillia, the "corona" ranges possess numerous attractive features. One of these, that is without a doubt the best in the eyes of a modern housewife is the ease in which it can be kept clean. The materials used are the highest grade blue and dead flat sheets of special rust resisting steel. This prevents rust and the accompanying labor necessary to keep a stove clean that has once become rusted.

There are several patented devices in the new stove. The "corona" fire box is one of these. One of the points to be brought out in the description of this fire box is that it is ventilated, providing a free circulation of air to enter around the fire bricks through openings in the frame. The air in these chambers becomes heated and as it gets warm it seeks to rise and is carried through small holes in the bricks into the fire box just above the coal. The oxygen of the heated air units with the coal gas, causing combustion, and a series of small jets of flame. Until the gas is all consumed the coal remains unburned, but after the gas is burned the coal ignites. The grates are of a special shape permitting them to be changed in a minute. Their weight gives them lasting properties.

A third exclusive feature is the warming closet on some of the models. It is made from highly polished sheet steel. It is large, roomy and dust proof. Half the door rolls back, other half drops down, which makes an 18-inch shelf. This feature makes it a most convenient place to keep food warm.

These few points concerning the "corona" stoves are of value to every "corona" dealer because they are things that attract customers. Try them.

SPRING BUTT CATALOGUE

Chicago Spring Butt Company has issued a new catalog, No. 39, illustrating and describing their line of spring hinges and giving price lists, weight tables, application directions and other useful information pertaining to the line. A copy may be obtained by writing the company at 1500 Carroll Avenue, Chicago.

INTERESTING RETAIL MEETINGS

The officers of the Toronto Hardware and Paint Club are doing a splendid work in conducting monthly meetings at which problems affecting the retail trade are discussed. The November meeting was held at the Prince George Hotel with President H. N. Joy in the chair, and Provincial President George May and Secretary W. F. MacPherson present.

Discussion was continued on the large number of new hardware stores being established in Toronto, referred to editorially in HARDWARE AND ACCESSORIES in October. It is said that with about 75 new stores established during the past year there are now about 250 hardware stores in Toronto and suburbs, making one to every 2,000 population. A committee of the Club's officers had interviewed several jobbers on the matter but they reported that the problem would have to work itself out as any man having the necessary funds or credit had a right to start a store if he wished.

A companion subject discussed was the probability of the Winchester Chain Hardware Stores entering the Canadian field. The tremendous growth of this chain in the States was referred to, together with the expressed opinions of jobbers and retailers at the Atlantic City Hardware Conventions that the Winchester Chain had not proven a financial success and their stock has greatly depreciated in value. Weston Wrigley, of HARDWARE AND ACCESSORIES, told of having interviewed representatives of the Winchester Company at Atlantic City and at New Haven, Conn., and said they had definitely stated that there was no intention of establishing Winchester stores in Canada although they would probably seek a market for their products in Canada.

Vice President Frank Jackson pointed out that the Toronto Club should get busy and appoint committees to help the provincial officers in making the 1923 Hardware Convention and Exhibition a success, and this matter will be further discussed at the December meeting on Tuesday, Nov. 12, when an address on Paint Salesmanship is scheduled to be given by H. E. Pinard, advertising manager of Lowe Bros. Ltd., paint manufacturers, Toronto.

Trade News From Coast To Coast

A Monthly Summary of News Among Dealers, Jobbers, Manufacturers and Allied Interests

ALBERTA

Calgary—The Alex. Martin Sporting Goods Co., have moved two blocks west from their old location.

Red Deer—McPherson Bros., are discontinuing their hardware business.

Westlock—Westlock Hardware & Furniture Co., has changed ownership.

MANITOBA

Elm Creek—R. J. Montgomery succeeds A. W. Sudin, hardware.

St. Vital—A hardware business has been commenced by W. J. Douglas.

Winnipeg—The Western Canada Automotive Equipment Association will hold their Third Annual Automotive Equipment Show, with radio exhibits in connection, from Feb. 5 to 13.

Winnipeg—Hemstreets' Community Paint & Hardware Co., have moved to the corner of Broadway and Sherbrooke Sts.

MARITIME PROVINCES

St. John, N.B.—R. B. Emerson, one of the founders of the firm of Emerson and Fisher, wholesale and retail hardware, died recently.

ONTARIO

Bothwell—Dent Bros., suffered a fire loss recently.

Collingwood—The Canadian Postel Lock Nut Company has been organized by F. A. Hasett and J. E. Zimmerman to make bolts, nuts, screws and rivets.

Courtright—R. Cowan, who sold his hardware business to G. Hoskin about a year ago, has re-purchased from Mr. Hoskin.

Grand Valley—Laird Hardware was damaged badly by fire and water recently.

Hamilton—The Hamilton Gas Mantle Co. Ltd., have changed their name to Dixons, Ltd. They manufacture lamps, lanterns, fixtures, heaters, etc.

Ingersoll—J. W. Peart and associates St. Mary's, are taking over the store occupied by Mr. Flanders as a stove and furnishings business. This will be the third of a chain of stores the first and second being at St. Mary's and Woodstock.

Kingsville—Harris Bros., opening new store and desire manufacturers to send catalogs and price lists.

London—Frank H. Butcher, 13 Cathcart St., is now sales representative of Geo. W. Reed & Co., Montreal, and Lamarre & Co., St. Remi, P.Q.

London—Smith-Stewart Co., London Loan Bldg., are now representing in Canada the Lenk Mfg. Co. of Boston, Mass., makers of aluminum solder, alcohol blow torches and soldering outfits.

St. Mary's—The St. Mary's Hardware Co. Ltd. are increasing their capital stock from $40,000 to $150,000.

Simcoe—H. F. Prelipp has succeeded W. H. Davidson, hardware.

Ottawa—A hardware store has been opened by Morgan O. White and G. F. Armstrong, the firm being known as Armstrong and White.

Tilsonburg—The Windsor Tool & Machine Co., Ltd., of Windsor, are contemplating erecting a factory here at a cost of $40,000.

Windsor—Baxter Hardware Co., are planning to build a new store on Pitt St., East.

Windsor—Industrial Lock Nut Co. of Canada, Ltd., has been incorporated at $100,000, to make metal goods.

Toronto—W. R. Stump has opened a hardware store at 1399 Gerrard St., East.

Toronto—S. H. Cutts Ltd., has been incorporated at $40,000 to conduct a retail hardware business.

Toronto—A new hardware store has been opened by F. T. Terry at 517 Annette Street.

QUEBEC

Asbestos—A new plant is being erected here by the Canadian Johns-Manville Co., in which a full line of asbestos goods will be manufactured. First shipments from this plant are expected early in the new year.

Montreal—Northern Giant Explosives, Ltd., has been incorporated at $2,500,000 to manufacture explosives and ammunition.

Montreal—The Barrett Co. Ltd., has appointed D. P. Hatch as general manager, and A. E. Pay sales manager for Quebec and Maritime Provinces.

Montreal—Norton Steel Co. Ltd., has been incorporated at $100,000 to manufacture various kinds of tools, etc.

Montreal—The British Empire Steel Corporation has appointed Alexander Dickas, general manager of coal sales and E. G. Merrill of Steel sales.

Montreal—W. S. Bentley is commencing a hardware store at 5060 Sherbrooke St., West.

Montreal—M. Miller and Son, hardware, has dissolved.

SASKATCHEWAN

Broadview—C. Richardson has commenced a hardware business.

Hafford—E. C. Bowers has moved to Riddell, Sask.

Kindersley—Ernest Dykes, senior member of the hardware firm of Dykes & Rutley, died recently.

Woodrow—S. C. Bright & Son, hardware suffered fire loss.

BRITISH INDUSTRY FAIR

The Canadian Chamber of Commerce in London has decided to take space at the ninth annual British Industries' Fair, to be held in London and Birmingham February 19 to March 2, according to F. W. Field, British Government Trade Commissioner at Toronto, to whom applications for space should be sent.

The British Industries' Fair surpasses in the number of exhibitors and diversity of products any other trade fair of its kind. Buyers from all the principal markets attend the Fair, to which admittance is restricted to trade buyers. Everybody at the Fair is there on business, and Exhibitors and buyers are consequently able to transact their affairs unhampered by crowds of sightseers.

Some of the trades represented at the London Section of the Fair are: cutlery, silver and electro-plate, watches and clocks, glassware of all descriptions, china, earthenware and stoneware, brushes and brooms, toys and games, sport goods, carpets, linoleum, etc.; basketware, chemicals.

At the Birmingham Section of the Fair are the following lines: lighting plants for electricity, gas, oil, etc.; cooking stoves and utensils, including aluminum, enamelware, etc.; foundry appliances; general hardware including builders', marine and household ironmongery of all descriptions; general machinery of all descriptions and small tools; mill furnishing; indiarubber goods for industrial and household purposes; motorcycles and cycles; motor accessories; weighing and measuring appliances; sanitary appliances; paints, colors and varnishes and painters' requisites; metals; agricultural machinery; metal furniture; building construction; saddlery and harness; firearms; fishing rod and tackle; tubes in copper, lead, brass and steel and steam and pipe fittings; architectural metal work, including gates and fencing; ropes of steel and hemp, cordage and string.

LUFKIN STEEL TAPE DISPLAY

As the fact is becoming widely recognized that a Steel Tape is the only measuring line for accurately taking measurements, it is even more essential than in the past that every hardware carry at least a small, well assorted stock of Steel Tapes. The smallest possible stock, to give any assortment, is carried by the new Display No. 6 put out by the Lufkin Rule Co. of Canada, Ltd., Windsor, Ontario.

This contains but four tapes, one 50 foot "Challenge", one 50 foot "Rival", and one each 25 and 50 foot "Banner." The "Challenge" is the ever-popular Steel Tape in leather case; the "Rival" having metal case, is especially suitable for rough service; the "Banner", a high grade Steel Tape in auto leather case, sells at a popular price and so appeals particularly



to those who have long wanted an accurate Steel Tape but have clung to woven lines because of price.

These tapes are displayed on metal tray, or panel, having dull black background, with lettering, etc., in white, red and gold. Below each tape is its name and number and place for inserting price. Schedule on back of tray enables the dealer at a glance to quote on other lengths than those displayed. The tray can be laid flat, also has metal easel, and being size 10 1/4 x 12 1/2, lends itself admirably to setting on counter, in show case, or in window displays.

Assortment No. 6 is being generally stocked by the jobbers. It sells at the price of the four tapes only. Displayed in any store, it forcibly calls customer's attention to Steel Tapes and increases sales.

HARDWARE MARKET SITUATION

Trade is coming to those who go after it. Collections are none too good. There have been a number of business failures among retailers this passing year, but leaders in business and finance state that trade is on a firmer foundation today than it was in the spring.

In hardware the opening Christmas season is anticipated to bring good sales and good prices.

Demand for goods is along seasonable lines. The fall was a good one for hunting and shooting supplies, and it is anticipated that winter sports will call for large quantities of skates, hockey goods and other outdoor game supplies.

There is the usual list of price changes; some up, some down; and new spring prices are being quoted on some 1923 lines.

The manufacturers of cotter pins issued early in November a new list showing revised prices. Some of these prices are higher and some are lower than obtained earlier in the season.

The Canada Steel Goods Co. have made a general revision in their price list, some up and some down. The changes include prices on their line of wrought staples, shelf brackets, door pulls, door bolts and steel butts.

The Taylor-Forbes Co. and the Canada Foundries & Forgings, Ltd., have also made revisions on their iron goods, japanned and nickelled.. Practically all these goods, lines like hog rings, cast well wheels, clamps, saw sets, saw vises, harness, hat and coat hooks, door pulls, barn door rollers and latches, door buttons and awning pulleys, show some modification in price over this season's quotations.

Builders' hardware is going up, an advance of ten per cent. being reported in one quarter. Steel fencing is also increasing in price.

In metals there is noted an easier tendency in iron. This may presage a decline though as yet this not apparent. Lead, on the other hand, is a little firmer, and some solder prices have advanced in consequence.

Cotton continues to advance and with it all lines of cotton products.

Hammock prices for 1923 are out showing quotations about the same as for this past season.

Here are some price changes noted since last issue:

Screw and Hand Taps—New discounts are now in force on taps made by the Greenfield Tap & die Corporation. Machine screw taps are now at list less 55 to 60 per cent., and hand taps run a range from 35 to 50 per cent. according to size.

Cotter Pins—New list issued showing revised prices; some higher, some lower than old list. The discount on the new list is 10 and 10 per cent., a smaller discount than has been prevailing.

Eureka Diggers—New season's prices issued at $22 a dozen.

Wire Stretchers—New prices now $4 a dozen.

DECLINES

Annealed Sheets—Slightly lower quotations are now offered for black and blue sheets.

Turpentine—Down five cents a gallon.

Linseed Oil—Declined seven cents a gallon.

Poultry Netting—Lower. The new 1923 prices are somewhat lower than this year's quotations. Canadian netting is 20 per cent. off for 2-inch mesh, and 30 off for 1-inch. American, 2-inch mesh, is 20 per cent. off.

Iron—Pig Iron has declined about $2.50 a ton.

Thermos Bottles and Kits—Reduced about ten per cent.

Electric Drills—Reduction noted on Black & Decker standard quarter-inch drill.

Fuel Oil—Down one cent a gallon to 11 cents.

ADVANCES

Wire Nails—Increased 10 cents per hundredweight. Base now $3.75.

Galvanizing on Cut Nails—Advanced. The extras on this work are now for inch and over, $3.25 per hundredweight, and under an inch, $3.50.

Grindstone Fixtures—Increased 20 per cent.

Clothes Line Reels—Up to 10 per cent. to $19.20 a dozen for No. 1, and $20.40 for No. 2.

Lead Sheets—Advanced half a cent a pound.

Mrs. Potts' Sad Irons—Up 10%. Nickel-plated irons are now $2.10 per set; polished, $2; japanned handles, $21.40 a gross.

Coal Oil—Up a cent a gallon to 21 cents.

Hack Saw Blades—Advanced ten per cent.

Brooms and Whisks—Up ten per cent.

Wire Nails—Galvanizing extras on wire nails have been advanced 25 cents per hundredweight, the new quotations being $3.25 per cwt. for one inch and longer, and $3.50 for shorter than an inch.

Wood Handles—Higher prices by about ten per cent. are now asked for handles for axes, hammers, hatchets, picks, whiffletrees, doubletrees and neckyokes.

Cotton Twine—Advanced two cents a pound over recent advances.

Sheet Zinc—Higher. Now at 12c a pound.

Corn Planters—Advanced quotations are out for the next season on "King of the Field" planters, the new price being $16.20 per dozen.

Wrought Pipe—New list (No. 57) issued, showing advances on sizes one inch and larger buttweld and 3½ inches and larger lapweld pipe.

Peavies and Cant Hooks—Increased ten per cent.

Asbestos Sheathing—Advanced a cent a pound.

Lead Pipe and Waste—Advanced one cent a pound to 14 cents.

Belgian Window Glass—Higher by change in discount.

Pruning Shears—Up 10 per cent.

Range Boilers—Higher by lowering discounts from 45 to 40 per cent. on standard, and 35 to 30 on extra heavy.

New Prices on Otterville Goods

The following are new quotations on hardware specialties manufactured by the Otterville Mfg. Co.:

	Dozen
Star Curtain Stretchers, No. 1, 5 x 10 ft.	$27.00
Star Curtain Stretchers, No. 2, 6 x 10 ft.	29.00
Reversible drip tub stands	33.00
Ironing boards, No. 1	28.50
Sleeve boards, No. 3	8.00
Skirt boards, No. 11	15.00
Clothes bars, Nos. 1 and 3	17.00
Clothes bars, No. 2	21.50

BENJAMIN MOORE CO. EXPANDS

Benjamin Moore & Co. Ltd., paint manufacturers, Toronto, are increasing their capital stock from $250,000 to $500,000, the increase being necessary to allow of necessary expansions to their growing business.

Frederick Moore, was elected vice-president and general manager and W. A. A. Chown, secretary and treasurer. .

STORE EQUIPMENT CATALOG

Duluth Show Case Company, Duluth Minn., has put out a new catalog, No.14, of show cases and wall cabinets, for hardware, auto accessories, electrical goods, etc., showing photographs of the cases sampled with the kind of goods they are made to display. Any dealer interested in hardware store equipment may obtain a copy of the catalog by writing the Duluth Show Case Company.

WINS FAVOR OF SKATERS

In pioneer times it was the custom to hang out a red ball from the city hall when skating was good on the river nearby. Now a hardware store in Western Canada has adopted this same custom, and hangs out a red ball in front of the store on crisp cold days, advertising at the same time that skating is good, and their stock of skates is also complete.

Skates are more than something wrapped up in brown paper to hand over the counter in exchange for so many dollars. There is a healthful pleasure about skating, playing hockey on the ice that makes everyone who likes outdoor sports at all eager to get out whenever possible. Consequently, by playing on this particular chord many hardware merchants have found that their skate business, as well as other sporting goods, including heavy sweaters, toboggan caps, and other winter clothing which many hardware stores now carry, is bound to increase.

Skating time is here now, and those who don't get skates for Christmas will certainly want to have their old ones sharpened or else get a new pair. It's quite up to the hardware dealers to see that those many new pairs are sold.

The quotations below are approximately correct for large lots in Toronto on the date mentioned.

CURRENT PRICES

TORONTO, DEC. 6, 1922

They may not be the same in any other jobbing centre owing to freight and other conditions.

METALS and SHEETS

Aluminum—Ingots, per pound, 22c.

Antimony—Per pound, 8c.

Brass—Sheet, base, 23c; rods, base, ½ to 1 in., round, 22c; tubing, seamless, base, 30c. F.o.b. Toronto.

Copper—Casting ingot base, 17½c; rods, ½ to 2 in., 30c; soft sheets, plain, 16 oz. and heavier, lb., 29c; plain tinned, 16 oz. and heavier, lb., 36c; polished and tinned, 16 oz. and heavier, lb., 41c; tubing, lb., 33c.

Above prices are full sheets and bars. Cut sheets and bars are 5c per lb. higher.

Coppers, Soldering—Base, 4 to 8 lbs., 35 cents per lb.; 3-lb., 38c; 2½-lb., 39c; 2-lb., 41c; 1½-lb., 44c; 1-lb., 48c per lb. F.o.b. Toronto, Hamilton.

Iron—Bar, base, $3.40 per cwt.; angle iron, $3.50; horseshoe iron, $3.90; Norway, $12.50; toe caulk, $4.10.

Iron, Tinned—Lion and Crown Brand, Toronto in 22, 24 and 26 gauge. 36 x 96, 16c per lb.; 48 x 96, 17.50c per lb. Less than case, 50c per 100 lbs. extra.

Lead (pig)—$7.50 per hundred lbs.; **sheets, 4 to 6 pounds per sq. foot, in** rolls, 9½c per lb. Cut sheets to size, 1c extra.

Steel—Mild bars, $3.15; bands, $3.65; tire, $3.35; spring, $8.00; sleigh shoe, $3.15; hoop, $4.00; crucible cast sheet, $28.00; cast tool, $18 to $30, according to grade.

Sheets, Blue Annealed—10 gauge, $4.25 per 100 lbs.; 12 gauge, $4.30; 14 gauge, $4.35; 16 gauge, $4.40.

Sheets, Black—18 to 20 gauge, $5.05 per 100 lb.; 22 to 24 gauge, $5.10; 26 gauge, $5.15; 28 gauge, $5.25.

A charge of 25 cents per cwt. is made for less than case lots; and an extra 10 cents per cwt. is charged on sheets 36 inches wide in 28 gauge and lighter.

Sheets, Corrugated—No. 28 gauge, $6.50 per 100 sq. ft.; 26 gauge, $7; 24 gauge, $9; 22 gauge, $11; 20 gauge, $12.50; 18 gauge, $16; lighter than 24 gauge and wider than 27 inches, 75 cents a square extra. Discount 10 per cent.

Sheets, Galvanized—	Queen's Head	Fleur-de-lis
28 gauge, per 100 lbs..	$7.15	$6.90
26 gauge, per 100 lbs..	6.75	6.50
24 gauge, per 100 lbs..	6.45	6.20
22 gauge, per 100 lbs..	6.30	6.05
18-20 gauge, 100 lbs...	6.15	5.90

	Apollo
10¾ oz., per 100 lbs.	$6.65
28 gauge, per 100 lbs.	6.25
26 gauge, per 100 lbs.	5.95
24-22 gauge, per 100 lbs.	5.80
20-18 gauge, per 100 lbs.	5.65
16 gauge, per 100 lbs.	5.50
14-12 gauge, per 100 lbs.	5.35

Plates (Canada)—Dull, 60 sheets, $5.00; ordinary, 52 sheets, $4.90.

Plates (Coke Tin)—IC. 20x28, 112 sheets, $13.00, IX, 20x28, 112 sheets, $15.00; IX, 20x28, 56 sheets, $9.00.

Plates (Charcoal Tin)—IX, 20x28, 56 sheets, $10; IXX, 20x28. 56 sheets, $12.

Plates, Terne—IC, 14x20, 112 sheets, $11.50.

Spelter—Per pound, 9c.

Tin—Ingots (100 lbs.), per lb., 41c.

Zinc—Sheets, per lb., 12c.

Scrap—Iron, $11.50; iron pipe, $6; heavy copper, $10.50; light copper, $8; light brass, $3; heavy brass, $5.50; heavy lead, $2; tea lead, $2; zinc, $4.

PLUMBERS AND TINNERS' SUPPLIES

Boilers (Range)—30-gal., $17.50, standard, disc. 40 per cent.; extra heavy, disc. 30 per cent.

Boiler Tubes—2 inch, seamless, $19; lapweld, $16.

Compression and Fuller Work—Compression work (standard), discount, 45%. Fuller work (standard), 30%. Bath cocks, compression, 41%; fuller, 30%. Flat way stop and waste cocks (standard), 54%. Brass steam cocks (standard), 50%; J. M. T., net list.

Fittings (Malleable) — Discounts, Class A, 60%; Classes B and C, 70%.

Fittings—Cast iron, 27%; malleable bushings, cast bushings, 30%; unions, 45%; flanged unions, 30%; plugs, cast iron, solid, countersunk, all at 27%; Couplings, 4 in. and under, 25%; do., 4½ in. and larger, 5%.

Nipples, Wrought—Close and short, 4 in. and under, 55%; 4½ and larger, 45%; long, 4 in. and under, 60%; 4½ in. and larger, 50%; running thread, 4 in. and under, 35%.

Oakum—Special No. 1, $13.00; plumbers', $6.00 per cwt.

Packing — Fine jute, 15c a pound; coarse jute, 11c; hemp, 30c; square braided hemp, 32c; No. 1 Italian, 35c; No. 2 Italian, 28c.

Pipe (Wrought)—Price List No. 54, Dec. 22, 1921.

REVISED STEEL PIPE LIST No. 56

Standard Buttweld Pipe S/C

Size.	Steel Blk.	Gen. Galv.	Wrot. Blk.	Iron Galv.
⅛ in.	6.00	8.00	....	....
¼ in.	3.96	6.00	7.20	9.30
⅜ in.	3.96	6.00	7.20	9.30
½ in.	5.02	6.55	7.31	8.93
¾ in.	6.10	7.82	8.86	10.70
1 in.	8.67	14.22	12.75	15.47
1¼ in.	11.73	15.18	17.25	20.93
1½ in.	14.03	18.15	20.63	25.03
2 in.	18.87	24.42	27.75	33.67
2½ in.	29.84	38.61	....	....
3 in.	39.02	50.49	....	....
3½ in.	50.60	64.40	....	....
4 in.	59.95	76.30	....	....

Standard Lapweld Pipe S/C

Per 100 feet.

Size.	Steel Blk.	Gen. Galv.	Wrot. Blk.	Iron Galv.
2 in.	22.20	27.75	31.08	37.00
2½ in.	32.76	41.54	46.80	56.16
3 in.	42.84	54.32	61.20	73.44
3½ in.	51.52	65.32	73.60	88.32
4 in.	61.04	77.39	87.20	104.64
4½ in.	71.12	90.17	1.07	1.27
5 in.	82.88	105.08	1.24	1.48
6 in.	1.08	1.36	1.61	1.92
7 in.	1.40	1.79	2.07	2.50
8L in.	1.48	1.88	2.18	2.63
8 in.	1.70	2.16	2.51	3.02
9 in.	2.07	2.62	2.97	3.59
10L in.	1.92	2.43	2.82	3.39
10 in.	2.47	3.13	3.63	4.37

Pipe (conductor), plain, round or corrugated, in 10-ft. lengths—2 in., $18.40 per 100 ft.; 3 in., $22.30; 4 in., $29.60; 5 in. $40; 6 in., $49. Less 70 per cent.

Elbows—(For conductor pipe) 2 inch, $5.25; 3 inch, $6; 4 inch, $10.50; 5 inch, $24; 6 inch, $29. Less 60 per cent.

Pipe (Lead)—14c a pound. Waste pipe, 14c; over 8 inch, 16c. Less 10%.

Pipe (soil)—Med. and extra heavy—2 in., 3 in., 4 in., 5 in. and 6 in., 33⅓%; 8 in., net.

Pipe (Soil) Fittings—2, 3, 4, 5, 6 in., 45%; 8 in., net.

Pipe (Stove)—Net.

Registers—Warm air, japanned and common oxodized, 35% from standard list.

Solder—Wire, 31c a pound; strictly, 25c; commercial, 23½c; guaranteed, 26½c; wiping, 23½c.

Tinners' Trimmings—Plain 50 and 10, retinned, 50%.

Traps and Bends—Discount, 15%.

Trough (Eave)—O. G. Square bead and half round: Per 100 ft.: 8 in., $15.90; 10 in., $17.70; 12 in., $21.20; 15 in., $28.80; 18 in., $36.80. Less 70%.

Valves — Globe, angle and check (standard), 25%; J.M.T., 10 and 10%; J.M.T. "C," 16 and 10%; J.M.T. gate valves, 16 and 10%; Jenkins' gate or straightway, 16 and 10%; Jenkins' Globe, 10 and 10%; radiator valves (standards and removable disc), 53%; Emco check valves (standard), 25%; Emco J.D. rad. valves (screwed), 33%; Emco swing check valves, ⅜ and ½ in. sizes, 40%; other sizes, 33%; Webber gate valves, 33%; Emco gate valves (standard), 25%; Emco globe valves (standard), 25%.

Valves, Foot—1¼ in., blk. 70c, galv. $1; 1½ in., blk. 85c, galv. $1.30; 2 in., blk. $1.20, galv. $2.10.

Washers, Wrought — Round, plain. Sizes given are size of hole. In boxes of 50 lbs. list prices per 100 lbs.—¼ in., $28; 5/16 in., $34.40; ⅜ in., $22.80; 7/16 in., $21; ½ in., $19.60; 9/16 in., $18.80; ⅝ in., $18.60; 11/14 in., $18.40; ¾ in., $18.20; 13/16 in., $18; 1 1/16 in., 1⅛ in., 1¼ in., 1 5/16 in., $18.90; 1⅜ in., 1½ in., 1⅝ in., $18.40; 1¾ in., 1⅞ in., 2 in., 2⅛ in., $19. Discount, 60% f.o.b. Montreal, Hamilton, Toronto, London and Halifax.

Car lots allowance to following points: Windsor, Walkerville, St. John, Moncton, Amherst, New Glasgow, Freight allowance: Fort William and West, 10c per 100 lbs.

Net extras, 26 to 40 lbs. of a size, $1; 25 lbs. of a size or less, $2 per 100 lbs. Package allowances—if taken in kegs about 175 lbs. each, allowance 10c per 100 lbs.; if taken in bags about 100 lbs., allowance 15c per 100 lbs.

HARDWARE

Adzes (Carpenters')—No. 1, per doz.. $21; lipped, $30.

Ammunition (American)—Winchester and Savage advance on American list, 2½%; loaded shells, plus 2½%; empty shells, plus 15%; metallic cartridges, rim fire ball cartridges, discount, 2½%; centre fire blank and shot cartridges, plus 10%. Remington Union Metallic, list less 2½%.

Ammunition (Dominion)—Rim and centre fire, less 55%; empty shells, less 30 and 20; Crown Regal and Sovereign, 50 and 2½%; Imperial and Canuck, 50 and 5%.

Shot, standard, 100 lbs., Toronto, $14.00; Montreal, $13.50, net extras, as follows, subject to cash discounts only: Chilled, $1.50; buck and seal, 80c; No. 28 ball, $1.20 per 100 lbs.; bags less than 25 lbs., ½c per lb.; f.o.b. Montreal, Toronto, Hamilton, London, St. John and Halifax freight equalized.

Animal Ties—Cow ties, list plus 25 per cent.; trace chains, list plus 25 per cent.; dog chains, list plus 20 per cent.; halter chains, net; tie-out chains, net; stall fixtures, Dominion, $1.50 per doz.; heavy, $2.

Augers (post hole)—Rodgers make, 8 inch, $29.40; 9 inch, $30 a dozen.

Axes—Boys', doz., $12.00; Hunters', doz., $11.00; single bits, doz., $17.50; double bits, doz., $19.50.

On weights heavier than base add to list as follows: Group 2, 50c; group 3, $1; group 4, $1.50; group 5, $2; group 6, $2.50; group 7, $3.50.

Bench Axes—Per doz., No. 2, $19.75; No. 3, $22.00; No. 4, $24.00. All net.

Bale Ties—Single Loop—No. 12, $4.50; No. 13, $4.60; No. 14, $4.70; No. 15, $5; No. 16, $5.20. Cross head—No. 12, $5.10; No. 13, $5.20; No. 14. $5.50; No. 15, $5.95; No. 16, $6.40.

Baskets (Willow)—Delivery (handled), per doz., $7.50 to $11; splint, clothes or meat, per doz., $2 to $2.85; oblong clothes, per doz., $10.50 to $14.75.

Baskets (Wire)—Vegetable — Half bushel, each, 90c; 1 bushel, each, $1.30; 1½ bushel, each, $1.80.

Batteries (Dry Cell)—Columbia and Reliable ignition, 50 cents each.

Bells (Cow, Holstein Brand)—No. 0, $9.00 a dozen; No. 1, $7.25; No. 2, $6; No. 3, $4.65; No. 4, $4; No. 5, $3.75; No. 6, $3.10; No. 7, $2.75.

Belting (Leather)—Discounts apply to revised list of Nov. 4th, 1920. Extra quality, 30 per cent. Standard quality, 30/10 per cent. Side lace leather, lb., $1.40; cut lace leather, lb., $1.60.

Belting (Canvas)—65 per cent. off

Bits, Auger—(Standard list prices per dozen): 3-16, $6; 4-16, $5; 5-16, $5; 6-16, $5; 7-16, $5; 8-16, $5; 9-16, $6; 10-16, $6; 11-16, $7; 12-16, $7; 13-16, $8.25; 14-16, $8.25; 15-16, $9.50; 16-16, $9.50; 17-16, $12; 18-16, $12; 19-16, $14; 20-16, $14; 21-16, $16; 22-16, $16; 23-16, $18; 24-16, $18; 25-16, $21; 26-16, $21; 27-16, $24; 28-16, $24; 29-16, $27; 30-16, $27; 31-16, $30; 32-16, $30.

Discounts from Standard list prices: Ford auger bits, 5%; Ford car bits, add 7½%; Beaver, 35%; Gilmour auger bits, 25% ; Gilmour special 40/5; Gilmour car bits, 12½/5; Irwin auger bits, net; Irwin car bits, net: Mephisto regular, net; Mephisto electrician, plus 10%; Keystone auger bits, 30%.

Boards (Bake)—	⅜ Rim.	¾ Rim
No. 0—16 x 22, doz.	$ 7.50	$11.00
No. 1—18 x 24, doz.	9.00	11.50
No. 2—18 x 29, doz.	11.00	13.00
No. 3—20 x 30, doz.	13.00	17.00

Boards (Ironing)—No. 1, Daisy, $35 per doz.; No. 10, Daisy, $40 per doz.; No. 33, $21 per doz.; No. 35, $38 per doz.; No. 36, $43 per doz.; Perfection, $40 per doz.

Boards (Wash)—Baby Globe, $2.45 per doz.; Beaver (brass), $8 per doz.; Competition Globe (metal), $5.90 per doz.; Diamond King (glass), $7.50 per doz.; Enamel Queen, $9 per doz.; Glass Globe, $7.50 per doz.; Improved Globe, $5.25 per doz.; Jubilee, $5.80 per doz.; Neptune, $5.25 per doz.; Waverley, $5.25; Newmarket King, $5.80 per doz; Pony, $2.45 per doz.; Royal Globe (zinc) $5.25 per doz.; Original Globe, solid back, $5.95 per doz.; Standard Globe, $5.25 per doz.; Supreme (zinc), $6.50 per doz.; Western King (Enamel), $9 per doz.; Canuck (glass), $7.50; Pearl, (S.M.P.), enamel, $5.40.

Bolts and Nuts—Discounts herewith apply to standard list. Carriage bolts ($1 list), ⅜ in. diameter and smaller, 6 in. and shorter, 40%. Carriage bolts ($1 list), ⅜ in. and longer lengths, 30%. Carriage bolts ($1 list), 7/16 in. and larger, 30%. Machine bolts, ⅜ in. and smaller. 4 in. and shorter, 50%. Machine bolts, ⅜ in. and smaller, longer lengths, 35%. Machine bolts, 7/16 in. and larger, 35%. Sleigh shoe bolts, all sizes, 25%. Coach and lag screws, 45%. Bolt ends, 35%. Square head blank bolts, 35%. Plow bolts, 1, 2, 3 head, 30%. Elevator bolts, large head, 25%; corrugated heads, 55%. Fancy head bolts, 25%. Shaft bolts ($3 list), 25%. Step Bolts, large head ($3 list), 25%. Whiffletree bolts, 25%. Tire bolts, 60%. Stove bolts, 65 and 5%. Sink bolts, 65 and 5%.

Nuts, 2 in., and smaller, square. Blank, off net list, $1.00. Nuts, 2 in. and smaller, square, tapped, off net list, 50c. Nuts, 2 in. and smaller, hexagon. Blank, off list, 50c. Tapped, net list.

Borax—Lump crystal borax, 10c lb.

Brooms—No. 5, 4 strings, $6.65 per doz.; No. 5, standard, $7.50 per doz.; Little Beauty, $9.40 per doz.; Royal Blue, $13.90 per doz.

Butts — (Wrought Steel)—No. 840, less 12½%; No. 800, net; No. 838, less 12½%; No. 808, add 10%; No. 804, less 17½%; No. 802, net; No. 810, add 25%; No. 814, add 25%.

Cans (Milk)—At list plus 15%.

Cement (Portland)—In carload lots, per bbl., $3.63. Less than car lots: Per bbl., f.o.b. yard, $4.35 per bbl., delivered, $4.55. Single bags, $1.15 each, 4 bags to barrel. Extra charge of $1.50 per load on less than 24 bag lots. Rebate, 20 cents for empty sacks.

Chisels (Broads')—List less 40 p.c. for plain.

Choppers (Food)—Universal—No. 0, $16. a dozen; No. 1, $18.75, No. 2, $22.75; No. 3, $30.75.

Russwin—No. 0, $1.65; No. 1, $2; No. 2, $2.40; No. 3, $3.25.

Enterprise—No. 5, $27 a dozen; No. 10, $43; No. 12, $37.20.

Home—No. 55, $16.10 a dozen; No. 65, $21.18; No. 75, $28.18. F.o.b. St. Mary's.

Gem—No. 20¾, $21.60 doz.; No. 22, $25.80; No. 24, $34.20.

Churns (Barrel)—No. 0, each, hand, $9.75; No. 1, hand, $10.05; power, $13.05; No. 2, hand, $10.65; power, $13.65; No. 3, hand, $11.40; power, $14.40; No. 4, hand, $13.80; power, $16.80. No. 5, hand, $14.55; power, $18.10. Net. list. Beatty Bros.

Churns (Maxwell)—No. 0, side lever, $12.40; bow lever, $13. Discount, 25%.

Churns (Daisy)—No. 1, $10.25; No. 2, $10.90; No. 3, $12; No. 4, $14.25 each.

Clippers (Horse)—Newmarket, $3.00 per pair. No. 1 B.B. Stewart Horse Clipper, $12.75 list, less 25%.

Clocks (Alarm)—Big Ben and Baby Ben, each, $3.18; Good Morning, each, $1.40; Lookout. $1.90; Sleepmeter $2.10.

Clothes Bars—No. 2, $19 per doz.; No. 3, $14.40 per doz.; No. 4, $11 per doz.; No. 5, $16 per doz.; No. 6, $13 per doz.

Clothes Horses (folding) 6 feet, per doz., $13.50 5 feet, $11; 4 feet, $9.

Extension—6 feet, $27; 5 feet, $22; 4 feet, $18.

Clothes Lines (Galvanized)—No. 18, 100 ft. lengths, $5.65 per 1,000 feet; 50 ft. lengths, $6.25; No. 19, 100 ft. lengths, $4.75; 50 ft. lengths, $5.56.

Clothes Lines (Cotton)—40 ft. hanks, $3.10 a dozen; 48 ft. hanks, $3.60; 60 ft. hanks, $4.50.

Clothes Lines (Manila)—$3.00 per dozen.

Clothes Line Reels—No. 1, $9.20 per dozen; No. 2, $20.40.

Cobbler Sets—Dozen sets $11.25.

Coil Chain—	Proof	B B B
3/16 inch, electric weld.	$15.40	$18.80
¼ inch, electric weld...	14.60	17.20
5/16 inch, electric weld.	12.15	15.20
⅜ inch, electric weld...	10.40	13.25
⅜ inch, fire weld.....	13.20	15.40
7/16 inch, fire weld....	11.30	13.30
½ inch, fire weld.....	10.20	12.40
⅝ inch, fire weld.....	10.70	12.90

Combs, Curry—No. 101, $1.40 per dozen; No. 111, $1.60; No. 121, $1.70; No. 127, $2.30.

Combs, Cattle—No. 98, $2 per dozen; No. 100, $2.85.

Cord (Sash)—Hercules No. 6, 60c a pound; No. 7, 59c; Nos. 8, 9, 10, 12, 58c.

Cord (Awning)—White, 3½, $2.75; 4, $3.60; 4½, $4.85 per pound. Drab, 4, $4.30; 4½, $6.00 per pound.

Crowbars—$8.00 per 100 lbs.

Dampers—Cast, Champion, 5 in., $1.42 a dozen; 6 in., $1.40; 7 in., $1.80.

Doors, Screen—Kasement, No. 2, oak stain, varnished, including hardware sets: 2 ft. 6 in., $39.60 per dozen; 2 ft. 8 in., $40.20; 2 ft. 10 in., $40.80; 2 ft. 7 in., $41.40.

Drills—Standard lists. Blacksmiths', ½ in x 2½ in. shank, each, ⅛, 45c; 5/32, 45c; 3/16, 50c; 7/32, 55c; ¼, 60c; 9/32, 65c; 5/16, 70c; 11/32, 75c; ⅜, 80c; 13/32, 85c; 19/32, $1.20; ⅝, $1.30; 21/32, $1.40; 11/16, $1.50; 23/32, $1.60; ¾, $1.70; 25/32, $1.80; 13/10, $1.90; 27/32, $2; ⅞, $2.10; 29/32, $2.20; 15/16, $2.30; 31/32, $2.40, 1, $2.50. Intermediate sizes take next larger size.

Bit Stock—List, per doz., less 52½%; 3/32, $2.70; ⅛, $3; 5/32, $3.50; 3/16, $4; 7/32, $4.50; ¼, $5; 9/32, $6; 5/16, $7; ⅜, $8.50; 7/16, $10.50; ½, $13; 9/16, $15.50; ⅝, $18; 11/16, $21; ¾, $24; ⅞, $30.

Blacksmiths', ½ in. shank, wire, taper shank, round shank, jobbers, 52½%; ratchet 10%.

Drills (Millers-Falls)—Breast, No. 12, $64.20 a dozen; No. 13, $81.00; No. 118, $72.00. Hand, No. 2, $48.00 a dozen.

Egg Crates—Humpty Dumpty, $6 a dozen; H. & D., $5.80.

Files and Rasps—These discounts apply to list of Nov. 1, 1899: Great Western, Amer., 50%; Kerney Foot Arcade, 60%; J. Barton Smith, Eagle, 55%; P. H. and Imperial, 60%; Globe, 60%; Nicholson, 30 and 5%; Black Diamond, 35 and 5%; Delta Files, 20%; Firth Files, 50%; Disston, 50%.

Gloves—Canvas and cotton, $15 a gross.

Grindstones—Under 40 lbs. weight—Smaller than 2 in. face, $4.50 per hundred pounds; two in. and over, $4.

40 to 80 lbs. weight—Under 2 in. face, $4.25 per hundred pounds; 2 ins. and over, $3.75; Bi-Treadle, each, $9.75; Cycle BB, $8.75.

Grindstone Fixtures (Taylor-Forbes)—15 inch axle, $9.60 a dozen; 17 inch, $10.20; 19 inch, $12.30; ball bearing, $16.80.

Halters, Rope—Sisal, 7-16 in., $21 per gross; 9-16, $33. Jute, 7-16 in., $19; 9-16 in., $28.50.

Hame Fasteners (Dodson), $4.00 per dozen.

Hammers, Nail—No. 21, $10.50 per dozen; No. 1, $13.50; Nos. 1½, 61½, $13.00.

Hammers, Sledge—(Canadian), 2-2½ lbs., $20 per cwt.; 3-4½ lbs., $18; 5 lbs. and over, $15.00.

Blacksmith Sledge—Under 5 lbs., $18.75; 5 lbs. and over, $13 per cwt.

Masons—2-3½ lbs., $25 per cwt.; 3-4½ lbs., $23; 5 lbs. and over, $18.

Hammers, Striking—Nos. 38 and 46, 5 lbs. and over, $12.50 per cwt.

Hammers, Machinist—No. 30, 1 lb., $8 per dozen; No. 30, 1¼ lb., $8.75.

Hammers (Maydole)—No. 1, $18.25 per dozen; No. 1½, $16.80; No. 11, $18.25; No. 11½, $16.80; No. 12, $15.75; No. 13, $14; No. 23, $12.75.

Handles (Wood)—All hickory, oak, ash and maple handles, list less 10%; hay fork, hoe rake, shovel and manure fork, 10%; Whiffletrees, double-trees and neck-yokes, net list; wood rakes, net list; horse pokes, net list. O-Cedar Mop Handles, net, $2 a dozen.

Hangers, Barn and Parlor—Safety, No. 20, list less 20-10%; Reliable No. 1, list less 20-10%; Round Trolley No. 1917, list less 33 1/3 & 5%. Atlas No. 0, $13.75 a dozen pairs; No. 1, $15.30; No. 2, $16.25; Stearns, 4 in., $12.40;; 5 in., $16.60. Perfect, No. 1, $18.75; Canada, $13.25; Hateh, $13; National, $15; America, $19; Great West, $30; Storm King, No. 42, $11.80 a dozen.

Hatchets, Shingling—No. 1, $9.75 per dozen; No. 2, $10.75.

Hatchets, Lath—Nos. 3 and 4, $10 per dozen; No. 4, $10.25.

Hatchets, Barrelling—Nos. 50 and 60, $14 per dozen.

Hatchets, Claw—No. 7, $11.00 per dozen; No. 8, $11.50.

Heaters, Electric—National Glower, $8.75; National Heatray, $11.00; Majestic, 1 burner, $10; Universal, $13.80. Discount 30%.

Heaters (Clark's) — No. 5B, list, $3.75; No. 7C, list, $5.25; No. 7D, list, $5.75. Brick and charcoal, $1.30 a doz. Discount, 25%.

Hinges (Blind)—Clark's No. 1, $1.90 per dozen sets.

Hinge (Spring)—No. 200, $20; No. 201, $35; No. 202, $28.75 per gross. Double-acting, $62.50 per gross pair. Ajax Floor No. 3111, $1.85 per set. Reliance Door, No. 270, light, per doz., $2.50; medium, per dozen, $3.25; heavy, per dozen, $5.

Hinges—Heavy, in bulk. Doz. pairs: 4 in., strap, $1.65; tee, $1.40. 5 in., strap, $2.00; tee, $1.70. 6 in., strap, $2.20; tee, $1.95. 8 in., strap, $2.95, tee, $2.15. 10 in., strap, $5.20; tee, $3.60. 12 in., strap, $6.40; tee, $5.85. 14 in., strap, $7.50; tee, $6.85. Net prices.

Light—Net prices—3 in., strap, 90c; tee, 90c. 4 in., strap, $1.08; tee, $1. 5 in., strap, $1.26; tee, $1.17. 6 in., strap, $1.53; tee, $1.35.

Screw Hook and Strap Hinges—List prices, per dozen pairs—6 in., $4.30; 8 in., $4.80; 10 in., $6.40; 12 in., $7; 15 in., $7.50; 18 in., $11; 21 in., $12.40; 24 in., $16; 27 in., $17.20; 30 in., $18.50; 33 in., $21.50; 36 in., $24.50. Discount, 30%.

Screen Door Sets—No. 1200, $37.50; No. 1201, $45 per gross.

Loose Pin Steel Spring Hinges, $25.50 per gross pair.

Hoes (Grub)—3½ lb., per dozen, $7.75; 3 lb., $7.25.

Hooks (Grass)—Canadian, No. 2, $3.90 per dozen; No. 3, $4; No. 4, $4.10; No. 5, $4.30; Little Giant, $6.50; Barden Patent, $6.50. English Fox—No. 2, $5.75 a dozen; No. 3, $6; No. 4, $6.50.

Hooks (Galvanized Fence)—$5.50 per keg.

Horseshoes—	Price per keg		
Patterns	Sizes	No. 2 and larger	No. 1 and smaller
Light iron	0-7	$6.90	$7.15
Long heel light iron	3-7	6.90	....
Medium iron	1-8	6.90	7.15
Heavy iron	6-8	6.90	....
Snow	1-6	7.15	7.40
New light XL steel.	1-6	7.35	7.60
Featherweight XL steel	0-4	8.75 all siz.	
Special countersunk.	0-4	9.25 all siz.	
Toe weight (front only)	1-4	9.70 all siz.	

Packing—Up to 3 sizes in one keg, 10c per 100 lbs. extra. More than 3 sizes, 25c per 100 lbs. extra. F.o.b. Montreal, Belleville and Hamilton.

Hose, Lawn—Corrugated, per hundred feet; ½ in., $12.50; ⅝ in., $14.00; ¾ in., $16. Less 5% for full reel, 500 feet.

Hose, Lawn—	3 ply	4 ply	5 ply
Per 100 ft., size ½"	$8.50	$9.50	$10.75
Per 100 ft., size ⅝"	10.00	10.75	12.00
Per 100 ft., size ¾"	11.50	12.50	14.00

Hose Nozzles (Gem)—Per doz., $7.70.

Hose Couplings (Gem)—½ inch, ⅝ inch, ¾ inch, $1.60 per dozen.

Irons (Sad)—Mrs. Potts, polished, $1.95 per set; nickel plated, $2.05.

Handles for above japanned, $21.40 per gross. Common, per cwt., $15.

Irons, Electric—Model B, National, $4.73; Canadian Beauty, $4.85; Classic, $5.60 list.

Jacks (Screw)—1¾x10, $3.75; 2x12, $5; 2x16, $6. each.

Knives, Hay—Spear Point, $15 per dozen; Lightning, $14; Heath's, $14.

Ladders — Step Ladders—Standard, 44c a foot; Household, 33c; Shelf Lock, 4 to 8 ft. only, 30c; Faultless, 4 to 8 ft. only, 44c; Faultless, 10 to 16 ft., 48c.

Single and Fruit Picking—10 ft. to 16 ft., 26c per foot; 18 ft. to 22 ft., 27c.

Roped and Straight Extension Ladders—20 to 32 ft., 30c a foot; 36 to 40 ft., 33c; 44 ft., 36c; three section extension, 45c.

Fire ladders up to 32 feet are twice the price of ordinary extensions. Over 32 ft. are supplied with supporting legs at three times the price.

Lamp Chimneys—A, per case of 8 dozen, $8.40; B, per case of 6 doz., $7.

Lanterns—Short or long globe, plain, $9.20; japanned, $9.70; Dash, plain, $12.75; japanned, $12.80; search (round reflection), $12.80; Little Bobs, $4.30.

Lantern Globes—Cold blast, short or long, 1 doz. cases, $1.25 doz.; 3 dozen cases, $1.10 doz.; 6 doz. cases, $1.05 doz., Cold Blast genuine ruby, $4.25 doz. F.o.b. factory.

Latches—Steel Thumb, No. 2, $2.00 per dozen; No. 3, $2.50; No. 4, $3.75; Barn Door, No. 5, $3.00; No. 8, $3.60.

Locks (Rim)—Cast, $3.00 a dozen; steel, $3.75.

Machines (Washing) — Dowswell, $12.75 each; Noiseless, $17.50; Hamilton, $14; Peerless, $14.50; Snowball, $19.50; New Century, style A, $19.75; style B, $21.75; electric, 125.00; Playtime, engine drive, $27; Ideal Power, $30; Seafoam, electric, style A, $105; engine drive, $50; Sunshine, $10.25; Popular, $14.50; Economic, $16; Puritan, $19.50; New Champion, $21.50; Home, $21.50; Vacuum, $28; Home Water, motor, $28; Whirlpool, water power, $31; Hydro, 1 Tub, engine drive, $57; electric, $116.50; Rotary water motor washer, $29; Connor ball-bearing, with rack, $22.75; Perfection, engine drive, $65; electric, $132; Beaver, $26; power, $27; Connor, vacuum, $27.50; Patriot, $21.50; Jubilee, $12.50; Canada First, $21.50. These prices are less 30%. Freight equalized with Montreal, Ottawa, Toronto, Hamilton, Kingston, London and St. Mary's, or shipments of quarter dozen and upwards.

Stands, Washtub—Dowswell, $44.10 per dozen.

Mattocks—Cutter or pick, $9.75 per dozen.

Mixed Bread—Canuck—No. 4, $33.95 dozen; No. 8, $44.90. Universal—No. 4, $36.00 a dozen; No. 8, $48.

Mops—Liquid Veneer, $16 per dozen; O-Cedar, less handle, $14; O'Cedar, with handle, $16; S. W. Mops, complete, $4.00; Mop Sticks, No. 8, $2.00; No. 6, $1.85; Cast Head Mop, $2.00; Crescent, No. 10, $2.00; Crank wringing, $6.75; Smarts', $4.00. Cloths for self-wringers, No. 1, $1.95; No. 2, $1.60; No. 1 special, $2.50 per dozen.

Mop Wringers—White, No. 1, $16.40 per dozen; white, No. 2, $16.80; white, No. 3, $24.

Mowers, Lawn—Adanac, Woodyatt, Empress, Mayflower, Ontaria Daisy, Star, all at 25% off list; Whippet, Thousand Island, Red Wing, Blue Bird, Great Canadian, are all net. Maxwell's list, 45%.

Nails—List adopted Sept. 10, 1920. Advance over base on common wire nails in kegs: 1 in., $1.50; 1⅛ in., $1.40; 1¼ in., $1.15; 1½ in., 80c; 1¾ in., 75c; 2 in., 60c; 2¼ in., 55c; 2½ in., 30c; 2¾ in., 30c; 3 in., 20c; 3¼ in., 15c; 3½ in., 10c; 4 in., 5c; 4½ in., 5c; 5 in., base; 5½ in., base; 6 in., base. 6½ to 12 in. 2 ga. and heavier, 25c over base.

Standard steel wire nails, f.o.b. London, Hamilton, Milton, Toronto, Owen Sound, Collingwood, Montreal, $3.75 base. Freight equalized on above points.

Windsor, Walkerville, Sandwich, f.o.b. factory prices, carload freight allowed, $3.75.

Sault Ste. Marie, Port Arthur, Fort William, $3.90 base, f.o.b. factory; no freight allowance.

Moulding, Flooring, Slating, Box, Fence, Barrel Nails, 25c per 100 lbs. over common nail prices. Finishing nails, 50c per 100 lbs. advance over common nail price.

Miscellaneous wire nails, 70% off miscellaneous list, f.o.b. Toronto, Montreal, Hamilton and London.

Nails, cut—$4.60.

Roofing Nails—American, large head, keg, $10.50. Less quantities, $11.50.

Nails (Horse)—Capewell C Brand—No. 5, $6.75 per 25 lb. box; No. 6, $6.50; No. 7, $6.25; No. 8, $6; No. 9, $5.75. Discount, 10%.

"M.R.M." Brand—Net price list. No. 3, 1⅝ in. long, $15.00 per 25 lb. box, No. 4, 1¾ in. long, $10.00; No. 5, 1 15/16 in. long, $4.50; No. 6, 2⅛ in. long, $4.50; No. 7, 2 5/16 in. long, 2 11/16 in. long, $4.50; No. 10, 2⅞ in. $4.50; No. 8, 2½ in. long, $4.50; No. 9, long, $4.50; No. 11, 3 1/16 in. long, $4.50; No. 12, 3¼ in. long, $4.50.

Netting, Poultry—2 in. mesh and 19 gauge wire—12 in., $1.80 per 50-yard roll; 18 in., $2.65; 24 in., $3.40; 30 in., $4; 36 in., $4.75; 42 in., $5.50; 48 in., $6.20; 60 in., $7.70; 72 in., $9.20; 84 in., $10.50; 96 in., $12.

1½ in. mesh and 19 gauge wire—12 in., $3.50 per 50-yard roll; 18 in., $5; 24 in., $6.30; 30 in., $7.75; 36 in., $9.90; 42 in., $10.50; 48 in., $12; 60 in., $15; 72 in., $18.

1 in. mesh and 20 gauge wire—12 in., $4; 18 in., $5.50; 24 in., $7; 30 in., $8.50; 42 in., $12; 48 in., $14; 60 in., $17; 72 in., $20

¾ in. mesh and 20 gauge wire—24 in., $10.50; 30 in., $12.75; 36 in., $15.

½ in. mesh and 22 gauge wire—24 in., $16.50; 30 in., $20; 36 in., $24.

Discounts at present quoted apply only to 1 and 2 in. mesh netting. Other prices have been withdrawn and are quoted only on application.

Canadian netting, 2 in. mesh, 20% off; 1 in., 30%. American netting, 2 in. mesh, 20% off.

Invincible—No. 1848, 67c a rod; 2060, 72c. Put up in 10, 20 and 30 rod rolls. F.o.b. Montreal.

Blue Ribbon—24 in., $5.50 per roll; 36 in., $7.15; 48 in., $8.35; 60 in., $9.85; 72 in., $11.25. Put up in 10 rod rolls.

English Galvanized—Half-inch mesh, 22 gauge x 12 inches, per roll, $5; 22x18, $7.25; 22x24, $9.50; 22x30, $11.65; 22x36, $13.85.

Numerals (Aluminum)—3-inch size, $2.10 per hundred.

Oils—Royalite, 21c a gallon; Palacine, 23c; Gasoline, 29c. Above prices net.

Black oil (summer), 19c a gallon; Black Oil (winter), 21c; Capital, cylinder, 69½c; mach. oil, reg. grades, 39c; Imperial gas engine oil, 59c; Paraffine, 20c. List less 15% on above.

Polarine, $1.00 per gallon; ex. heavy, $1.25. List less 25%.

Gargoyle, Mobiloil, A, E and Arctic, $1.45; other grades, $1.55. List less 25%.

Fuel oil, per barrel, net, 11 cents a gallon; from tank wagons, net 10c; tank cars, net 8c, in barrel lots. Barrels charged extra.

3-in-1 Machine, small, $1.25; large and handy, $2.55; factroy, $5 per dozen.

Paper (Building)—Dry fibre, No. 1, $1.15 per 400 ft. roll; No. 2, 75c; Surprise and Stag, 80c.

Tarred Fibre—No. 1, $1.20; No. 2, 95c; Surprise Fibre, 7c; Stag Sheathing, 70c; Cyclone, tarred, $1.20.

Monarch Sheathing, white, $5.50 per 100 pounds; grey, $4.50; Straw Sheathing, $3.40; Imp. Grey Sheathing, $4.50; Imp. White Sheathing, $5.50; Scythe dry straw, $3.55; Spruce Sheathing, 36 in. and 72 in. wide, $6. Asbestos Sheathing, $7.75; carpet felt, $4.00; tarred felt, 7, 10 and 16 oz., $3.45; asphalt felt, $4.

Parowax—10¼ cents a pound.

Picks—Clay, 5 to 6 lbs., $8.25 a doz.; 6 to 7 lbs., $9.00.

Rock—7 to 8 lbs., $9.75 a dozen.

Pins, Clothes—5 gross, 4 in. (loose), $1.45 a case; 4 gross (cartons), 4 in., $1.50; Spring, 2 gross to box, $1.40.

Pitch—Pine, black, per bbl., $13.25; Navy pitch, per bbl., $6.50; Coal tar pitch, per cwt., $1.55.

Planters (Corn) — King of Field, $15.75 a dozen; Triumph, $11.

Pulleys—Axle, No. 1, 1¾ in., 80c a dozen; 2 in., 90c; 2¼ in., 95c; Palmer's, 90c.

Pulleys, Clothes Line—No. 58, japanned, $3.70 per dozen; No. 158, galvanized, $3.95; No. 59, japanned, $3.75; No. 159, galvanized, $4.

Pumps—	Pitcher Spout	Closed Spout
No. 2	2.85	3.10
No. 3	3.15	3.40
No. 4	3.75	4.10
No. 70	...	6.00
No. 80	...	8.00

Pumps, Redwing—No. 0, $6.85; No. 1, $7.50; No. 2, $8.75; No. 3, $10.75; No. 4, $12.75; No. 5, $15.25; No. 6, $18.

Rakes (Hay)—Iron bow, $6.30 dozen; wood bow, $6.80 a dozen.

Rakes (Wire Lawn. Welland Vale make)—20-teeth, $4.60 per dozen; 24-teeth, $5.30.

Rifles, Winchester—Model 1890, $27.75 each; 1892, $35.70; 1894 (30 and 32 round), $42.40; 1894, (30 and 32 octagon), $45.50; 1895, $55.50; 1902, $8.35; 1904, $10.20; 1905, $53.65; 1906, $24.05; 1906, expert, $27.75; 1907, $64.75; 1894, carbine, with sling and strap, $46.65; 1912, gun, $61.

Rivets and Burrs—Iron rivets, 7-16 inch and smaller, blacked and tinned, 47½%, Iron burrs, 47½% off list on 200-lb. kegs. Extras, add 1c to list on 100-lb. kegs; 3c on 50-lb. boxes; 4c on 25 lb. boxes, 8c on 1 lb. pkgs.

Copper rivets, usual proportion of burrs, 32½% off; burrs, add 10%. Extras on copper rivets, ½ lb. pkgs., 1c per lb.; ¾ lb. pkgs., 2c lb. Coppered rivets, net extras, 2c per lb.

Roofing (Samson)—1 ply, $2.50 roll; 2 ply, roll, $2.95; 3 ply, roll, $3.65.

Comet—1 ply, $1.30; 2 ply, $1.70; 3 ply, $2.10.

Waverley—1 ply, $1.55; 2 ply, $2.00; 3 ply, $2.40.

Red Star, 2 ply, $1.85 roll; Red Star, 3 ply, $2.20.

Everlastic—1 ply, $1.65; 2 ply, $2; 3 ply, $2.35.

Panamoid—1 ply, $1.45; 2 ply, $1.80; 3 ply, $2.15.

Everlastic Multi-Shingles (4 shingles in one), per square, $5.80.

Everlastic Liquid Roofing cement—Per gal., in bbls., 70c; 5 and 10 gal. lots, gal., 84c; 1 gal. cans, gal., doz., $10.50.

Coal Tar (refined), per barrel, $10.50; coal tar (crude), $9.25.

Rope—Pure Manila basis, 20c a pound; Beaver Manila basis, 18c; New Zealand hemp basis, 18c; Sisal basis, 16c. These quotations are basis prices, ¾ in. and larger diameter. The following advances over basis are made for smaller sizes: ⅝ in., ½c; 9-16 to 7-16 in., inclusive, 1c; ⅜ in., 1½c; ¼ and 5-16 in., 2c; 3-16 in., 2½c extra.

Single lath yarn basis, 17c; double lath yarn, 17½c; halyards, 46c; Beaver halyards, white, ¾ in. basis, 30c.

Hemp, deep sea line basis, 42c; hemp, tarred ratline basis, 35c; hemp, tarred bolt rope basis, 37c; marline and houseline, 37c. Extra charge for shorter lengths than half coils, 2c per pound additional.

Cotton, ⅛ in., 49c a pound; 5/32 in., 48c; 3/16 in., 45c; ¼ in. and up, 44c.

Sandpaper—B. & A. sandpaper, less 17½%; Star sandpaper, less 17½%; B. & A. emery cloth, plus 7½% list.

Saws (Bucksaws)—Prince Rupert, $16.65 a dozen; Arrow Head, $16.65; Happy Medium, $12.30.

Saws (Hand)—Disston', D8, 26 inch, $31.25 a dozen.

Scales—Champion, including stamping, list less 10%; 4 lb. $6.60; 10 lb., $8.65; 240 lb., $12.65; 600 lb., $35.80; 1,200 lb., $43; 2,000 lb. $57.10; 2,000 lb. drop lever, $64.75.

Snaths—1 loop,, $16.25 a dozen, 2 loops, $15.60; 3 loops, $14.20; Bush, $18.20.

Screen Wire Cloth—$2.65 per hundred square feet.

Screws (Wood)—Discounts off Standard List: Flat Head, bright, 80 and 5% Oval Head, bright, 77½ and 5%; Round Head, bright, 77½ and 5%; Flat Head, brass, 75 and 5%; Oval Head, brass, 72½ and 5%; Round Head, brass, 72½ and 5%; Flat Head, bronze, 70 and 5%; Oval Head, bronze, 67½ and 5%; Round Head, bronze, 67½ and 5%.

Screws, Iron Bench, No. 12—1 in., $11.25; 1⅛ in., $13.50; 1¼ in., $15.60.

Scythes—Cast steel, $15 a dozen; Golden Clipper, $16; Little Giant, $17; Bush, $16.

Spiders—Cast, No. 7, 56c; No. 8, 64c; No. 9, 68c. Nickel Plated—No. 7, $1.26; No. 8, $1.35; No. 9, $1.50; No. 10, $1.75.

Spades, Shovels and Scoops—Plain back shovels and spades, draining tools, hollow back scoops, sand shovels, hollow back shovels, hollow back coal shovels, riveted back scoops, miners' spring point shovels. 1st. 2nd and 4th grades, all 53%. These discounts apply whether goods are sold in carload or less than carloads, and apply only to Plain List, Black List prices being as follows:

Plain back shovels and spades, No. 2 black—1st, $29; 2nd, $28; 3rd, $25.

Draining tools, No. 2 black—1st, 29; 2nd, $27.50.

Hollow back scoops, No. 2, black—1st, $34.50; 3rd, $32.

Coal shovels, hollow back, No. 2, black—1st, $32; 3rd, $30.

Sand shovels, No. 2, black—1st, $27.50; 3rd, $24.

Hollow back shovels, No. 2, black—1st, $27.50; 3rd, $24.

Riveted back scoops, No. 2, black—1st, $37.50; 2nd, $35.50; 3rd, $34.

Miners' spring point shovels, No. 2—1st, $36.50.

Net Extras—For each size larger than No. 2, add 35c dozen net. Full polished, add $1 per dozen net. Half polished, add 50c per dozen net. F.o.b. London, Hamilton, Toronto, Gananoque, Ottawa, Collingwood, Sherbrooke, Montreal. Quebec, Halifax, St. John, Moncton and freight may be equalized thereon. On shipments less than 5 dozen f.o.b. factory only.

Snow Shovels—Standard list, less 37½%.

Spikes, Ship—Base, ⅜ in. and larger, $5 per 100 lbs. ¼ and 5/16 in., $5.50 per cwt. F.o.b. Montreal, Belleville, Toronto and Hamilton, with freight equalized on these points.

Shoe Findings—List adopted June 7, 1922.

Spouts, Sap—Eureka, $15 per thous.

Squares (Steel)—No. 3, $21.60 dozen; No. 14, $19.60; No. 100, $24. Nickelled and blued, extra.

Staples (Fence)—Bright, $4.15 per 110 lb. keg; galvanized, $5.15.

Staples (Poultry netting)—Bright $7.25 per 100 pounds in kegs; galvanized, $8.25. Discount 10 per cent. Net extras (not subject to discount)—Coppering, 60 cents per 100 pounds, 10-lb. wooden boxes, $1.50 per 100 pounds; 25-lb. and 50-lb. wooden boxes, $1.

Staples (in 10-lb. boxes)—Bed, ⅝ in., 20 cents a pound; ¾ inc, 18 cents; 1-inch, 16 ½ cents. Blind, ½ inch, 23 cents; ⅝ inch, 22½ cents; ¾ inch, 22 cents.

Stoves (Oil Burning Cooking)—Perfection No. 32, 2 burner, $21.50 each; Perfection No. 33, 3 burner, $26; Perfection No. 34, 4 burner, $34; No. 22G oven for above stoves, $8. Discount, 30% off list.

McClary Glass Front Oven, No. 170, each, net, $4.75. Detroit Glass Front Oven, No. 85, each, net; Hot Blast, plus %.

Stoves (Oil Heaters)—No. 525, $8.00 each; No. 530, $9.00; No. 630, $12.00. Discount 30% off list on these three numbers. Hot Blast, 10% off.

Stretchers (curtain)—Star, No. 1, $27.60 doz.; Star, No. 2, $30 doz.; Sun, No. 1, $20; Sun, No. 2, $22.

Stretchers, Wire—Hercules, $3.60 doz.

Stretchers, Curtain—Star, No. 1, 5 x 10 ft., $27 dozen; No. 2, 6 x 10 ft., $29.

Sweepers—Carpet (Bissell's)—American Queen, nickelled fittings, cyco b.b., $60; Club, japanned, cyco bearing, $120; Champion, japanned fittings, $45; Grand, japanned, cyco b.b., $68; Grand Rapids, nickelled, cyco b.b., $55; Grand Rapids, japanned, cyco b.b., $50; Parlor Queen, nickelled, cyco b.b., $62; Princess, nickelled, cyco b.b., $57; Standard, japanned fittings, $46; Universal, japanned, cyco bear., $48; Universal, nickelled, cyco bear., $53. Toy (Bissell's)—Little Daisy, $3; Little Queen, $4.50; Little Jewel, $14.

Sweepers, Vacuum (Bissell's)—Grand Rapids, nickelled, $106 a dozen; Household, japanned, $94; Superba, nickelled, $120 f.o.b. factory, Niagara Falls, Ont.

Swings (Stratford)—**4 ft., $7; 5 ft., $9; 6 ft., $11. Ontario, 4-passenger** lawn swing, $8.75; awning, $4.50.

Tapes, Measuring (Lufkin)—263, 50 ft., Challenge, steel, $4.95 each; 103, 50 ft. Reliable Jr., steel, $5.25 each; 243, 50 ft. Rival, steel, $4.40 each; 553, 50 ft. Steel, $3.95 each; 1243, 50 ft. Rival Jr., steel, $4.06 ea.; 603, 50 ft. Metallic, $3.17 each; 604, 66 ft., Metallic, $3.54 each; 403, 50 ft. Linen, $2.39 each; 713, 50 ft. Ass Skin, $6.15 doz.; 714, 66 ft. Ass Skin, $7.37 doz.; 143, 3 ft. Steel Pocket, $7.27 doz.; 145, 5 ft. Steel Pocket, $9.20 doz.; 175, 5 ft. Linen Pocket, $6.35 doz.; 165, 5 ft. Cotton Pocket, $1.55 doz.

Tacks—Wire tacks, 65/25% from revised hardware tack list adopted January, 1922; dounble-pointed tacks, 65/25%.

Toasters (Electric)—Universal, $7.25; Canadian Beauty (reversible), $4.65; Upright (with rack), $5; Hotpoint (reversible), $4.60; all net.

Tools, Harvest—Waverley, Wellandvale, Rixford, Maple Leaf, Bedford, 60% off new list.

Track, Barn Door—Hatch Trolley, per ft., 22½c; brackets for this, per doz., $2.00. National Flat Track, 1¼ in. per 100 ft., $10.85. Storm King Flat, No. 60, list less 20-10%. Safety Flat, No. 60, list less 20-10%. Reliable No. 1 and 2, 20c per ft., less 20-10%. Round Trolley No. 1918, 20c per ft., less 20-10%.

Traps (Game)—Victor, No. 1, $2.45 per doz.; Giant, No. 1, $3.20 per dozen; Jump No. 1, $3.20; Hawley Norton, No. 1, $4.75; Newhouse, No. 1, $7.05. All these include chains. Mouse, $2.85 per gross. Rat, $1.15 a dozen.

Trowels (Bricklayers)—Rose make—Size No. 10½, $25.20 a dozen; No. 11, $25.80; No. 11½, $26.40.

Tubs, Wood—No. 0, $26.40 per dozen; No. 1, $23.10; No. 2, $20.90; No. 3, $17.60. F.o.b. Newmarket.

Twine, Binder—500 ft., 11½c a foot; 550 ft., 12½c; 600 ft., 11½c; 650 ft., 14c. Freight prepaid to nearest station in lots of 300 lbs. and over. (This applies to Eastern Canada only.) Rebate of ⅛ cent lb. on 10,000 lbs. and ¼ cent lb. on 20,000 lbs. Cash, 5 per cent.; net, Oct. 1.

Twine (Cotton)—5-lb. sack, 3-ply, lb., 55c; 4 ply, lb., 59c.

Cones, 3 ply, lb., 52c; 4 ply, lb., 55c.

Tin and Enamelwares—

Britannic, list plus 5 %.
Scotch Grey Ware.
Colonial, 35%.
Imperial, 35%.
Pearl, 35%.
Diamond, 12¼%.
Premier, 12½%.
Canada, 12½%.
White, 50%.
Crystal, 50%.
Japanned ware, plus 10%.
Japanned ware, white, list, plus 20%.
Plain and japanned sprinklers, list plus 10%.
Stamped, plain, 50 and 10%.
Stamped ware, plain, 50 and 5%.
Stamped ware, retinned, 40 and 12½%.
Copper bottoms, net list plus 5%.
Tinners' trimmings, plain, 50 plus 5%.
Tinners' trimmings, retinned, 40 and 12½%.
Tinners' trimmings, general, plus 5%.
Factory milk cans, list, plus 15%.
Milk can trimmings, list, plus 33⅓%.
Cream cans, write for prices.
Railroad cans, write for prices.
Sheet iron ware, list, plus 10%.
Pieced ware, ordinary list, plus 30%.
Pieced tinware, C. B., list, plus 40%.
Fry pans, Acme, 30%.
Fry pans, Quick Meal, plus 5%.
Spiders, steel, net list.
Fire shovels, japanned, list, plus 10%.
Steel sinks, galvanized, 10%.
Steel sinks, painted, 10%.
Light galv. pails and tubs, 10%.
Heavy galv. pails and tubs, 10%.
Hollow ware, net list.
Garbage pails, 10%.
Jap. coal hods, list plus 40%.
Galvanized coal hods, plus 40%.
Paper lined boards, 35%.
Wood lined boards, 10 and 10%.
Copper boilers, 10%.
Copper tea kettles, 5%.
Copper tea and coffee pots, 5%.
Stove and other pipe, net.
Stove pipe elbows, black and galv., 10%.
Stove pipe thimbles, 60%.

Weights, Sash—Sectional, 1 lb. per 100 lbs., $3.00; sectional, ½ lb., per 100 lbs., $3.00; solid, 3 to 30 lbs., per 100 lbs., $2.60.

Wire — Annealed or Bright — Advances over base price on sizes lighter than No. 9: No. 9 and heavier, 6c; No. 11, 12c; No. 12, 20c; No. 13, 30c; No. 14, 40c; No. 15, 55c; No. 16, 70c.

Annealing, no extra. Oiled and annealed extra, 15c. Coppering and liquor finish extra, $1 to $1.50. Tinning extra, $2 to $3.

Bright base, $3.80. Annealed base, $3.80. Galvanized base, $3.95.

Barbed wire, $4.40. Coiled spring wire, 9 gauge, $4.00.

Stovepipe Wire—No. 18, $8.75; No. 19, $9.25.

Wheelbarrows—Navvy, steel wheel, $105 a dozen; garden steel, $78.75; light garden, $84. F.o.b. Montreal, Toronto, London.

Wrenches (Crescent)—4 and 6 in., $7.80; 8 in., $9.60; 10 in., $12.00.

(Stillson)—6 in., $2; 8 in., $2.25; 10 in., $2.50; 14 in., $3.50; 18 in., $5; 24 in., $7.25; 36 in., $13.50. Disc., 55% on Canadian, 42½% on genuine.

(Agricultural)—Discount 47½ and 2½%.

Wringers, Clothes — Domestic, No. 531E, $100; Dom. Bench, No. 541EB, $160; Favorite, No. 511E, $92; Favorite, No. 512, $96; Royal Canadian, $88; Favorite, No. 514, $133; Ottawa, No. 331E, $105; Ottawa Bench, No. 341EB, 331E, $95; Challenge, No. 311E, $87; Warranty, $100; Bicycle, 11 in., $95; Eze, $100; Rapid, $86; Eureka, $63; Blue Belle, $100; Blue Belle, Folding B, $160; Rival, $95; Model, $85; Imperial, $94. Discounts from above list 30%.

PAINTS AND OILS

Alabastine—Colors and white—2½ lb. packages, $10.10 for 100 lbs.; 5 lb. packages, $9.60 for 100 lbs. F.o.b. Paris or nearest jobbing house.

Beeswax—Small quantities, 45c per pound; larger quantiites, 40c.

Blue Stone—Per lb., bbls., 8c; less quantities, 10c.

Borax—Lump crystal or powdered borax, 10c pound.

Bronzing Liquid—Bronzing liquid, No. 1, $2.15 a gallon.

Banana Oil—$4.25 a gallon.

Brushes—Floor waxing—Acme, 15 pounds, $2.70 each; 20 pounds, $3.25; 25 pounds, $3.80.

Coal Tar—In quart tins, per case of three dozen, $3.75 per dozen; less than cases, $3.95 per dozen.

Colors (Dry)—Per pound—

Raw and Burnt Umber, 100 lb. kegs, No. 1, 6-8c; less quantities, 10-12c.
Raw and Burnt Sienna, 100 lb. kegs, 6-8c; less quantities, 10-12c.
Imp. green, 100 lb. kegs, 17c.
Chrome green, C.P., 35-40c.
Chrome yellow, 20-40c.
Brunswick green, 100 lb. keg, 12-14c.
Indian red, 100 lb. keg, 08-18c.
Lamp black, in bulk, 26c; packages, 30-38c.
Venetian red, best bright, 6-8c; No. 1, 3¾-5½c.
Drop black, pure dry, 18-20c.
Golden Ochre, 100 lb. kegs, 8c.
White ochre, 100 lb. keg, 6c; barrels, 5c.
Yellow ochre, barrels, 3-6c.
French ochre, bbls., 5-8c.
Spruce ochre, 100 lb. keg, 5-8c.
Can. red oxide, bbls., 4c.
Vermillion, American, 35c.
English vermillion, $1.85.

Colors in Oil—Pure, in 1 lb. tins:

Venetian red, 27c; Indian red, 40c; Chrome yellow, pure, 50c; Golden ochre, pure, 34c; French spruce ochre, pure, 29c; Greens, pure, 35c; Siennas, 37c; Umbers, 37c; Ultramarine blue, 70c; Prussian blue, 95c; Chinese blue, 95c; Drop black, 42c; Ivory black, 44c; Signwriters' black, pure, 50c; Imperial black, 25 lb. irons, 35c.

Colors—Mortar—Brown, per pound, 2¼c; red, 2¼c; black, 7c; buff, 3c.

Deco-Tint (Wall finish)—Colors, 2½-lb. packages, $9.50; white, 2½-lb. packages, $9; colors 5's, packages, $9; white, 5's, packages, $8.49; colors, 100's, packages, $8; white, 100's, packages, $7.50; colors, bbls., (250 lbs.), $7; white bbls. (250 lbs.), $6.50.

Dryers—I. V. housepainters' japan, gal cans, $3; I. V. liquid dryer, $2.75. Discount, 50 per cent. on both these. Housepainters', $1.15.

Enamels (White)—Per gallon: Dougall white enamel, $6.40; Vitralite, $7.93; Duralite, $6.10; Old Dutch, $6.36; B-H "White" Enamel, $6.60; Martins, white, $7.10; Satinette, $7.24; C. P. Co. Albagloss, $6.40; C. D. Master Painters, $6.85; Mooramel, $7; Lowe Bros., Linduro, $7.10; Sunshine, white, $6.10; Kyanize, $8.10; Solpar, $4.60; Paripan, $9.10; Jasperlac, $4.25; Invincible, $6.10; Hillcrest, $5.50; Adelite A. & E., $7.65; Floglaze, $4.60; Ripolin, $7.19.

Glue—English, sheet, per lb, 24 to 30c; White pigsfoot, 50c; Cake bone, 112 lb. bags, 24 to 30c; Hides, 112 lb. bags, 30 to 32c; Ground glues, 112 lb. bags (English), per lb., 20 to 22c; Canadian, 16 to 18c.

Glass—Case lots.	Star or Double 16 oz. or 24 oz.
Up to 25	$ 6.00 $ 9.80
26 to 40	7.45 12.20
41 to 50	8.10 13.30
51 to 60	8.45 13.80
61 to 70	8.80 14.40
71 to 80	9.30 15.15
81 to 84	10.85 17.65
85 to 90	11.40 18.50
91 to 95	.... 20.65
96 to 100	.... 22.35

Discounts—Imported, 15%; domestic, 5%. Cut size sheet glass, 75 per cent. off November, 1920, list. Plate glass, 60%.

Glaziers' Points—Zinc coated, 7c ½ lb. package.

Lead, White—(Ground in oil)—Prices are per 100 lbs. in ton lots. Less than ton lots are 35c per 100 lbs. higher than quoted below. F.o.b. Brantford, 50c; London, 55c; Windsor, 60c per 100 lbs. F.o.b. Toronto and Hamilton, 45c per 100 lbs. F.o.b. Fort William and Port Arthur. 75c per 100 lbs. Maritime differential 50c per 100 lbs. over Montreal.

	Montreal.	Toronto
Anchor, pure	$13.00	$13.45
Champion, pure	13.00	13.45
Crown Diamond, pure	13.00	13.45
Green Seal, pure	13.00	13.45
I. V. Perfection	13.00	13.45
Ramsay's pure	13.00	13.45
Moore's pure	13.00	13.45
Tiger, pure	13.00	13.45
O.P.W., Dec., pure	13.00	13.45
Elephant Genuine	13.50	13.95
BB Genuine, less than tons	14.35	14.80
Maple Leaf, pure	13.00	13.45

Lead (Red Dry)—Per 100 lbs.—Genuine, 560 lb. casks, $9.75; Genuine, 100 lb. casks, $10.75; less quantity, $11.75. Fo.b. Montreal and Toronto.

Linseed Oil—(Raw)—Per gal.—1 to 2 bbls., $1.10. Boiled—1 to 2 bbls., $1.13.

Litharge—Casks, per cwt., $9.25; smaller quantities, per lb., 10¾c.

Muresco—Per 100 lbs.	White.	Tints.
350 lb. bbls.	$7.15	$8.25
200 lbs., half bbls.	8.00	9.10
100 lbs., kegs	8.25	9.35
Cases, 20 5-lb. pkgs.	8.80	9.90

Paints, Prepared—Price per gallon, 1 gallon can basis—

C. P. Co. Elephant white, $3.95; Sanitone, white, $3.55; Sanitone, colors, $3.45; C.P. Co., pure white, $4.05; C. P. Co., pure colors, $3.70; C. P. floor paint, $3.65; Elephant floor paint, $3.40; Victoria floor paint, $2.80.

B-H English, colors, $3.70; English, white, $4.05; Fresconette, white, $3.55; Fresconette, colors, $3.45; floor, $3.65; porch floor, $3.70.

Crown Diamond, white, $3.95; colors, $3.60; floor, $3.55; porch, $3.65; flat wall tone, white, $3.55; colors, $3.45.

Moore's House Colors, white, $3.75; House Colors, colors, $3.50; Preservo Paint, white, $2.70; colors, $2.55; floor paint, $3.45; Sani-Flat, $3.45; Porch and Deck Paint, $3.50.

I. V. Elastica, white, $3.65; Elastica, colors, $3.40; Flatine, int. wall, white, $3.55; Flatine int. wall, colors, $3.45.

Lowe Bros., H. S. White, No. 328, $4.05; H. S., color, $3.70; H. S. floor, hard drying, $3.65; H. S. Porch, $3.70; Mellotone, flat wall, white, $3.60; color, $3.45.

Jamieson's Crown Anchor, $3.55.

O.P.W. Canada Brand, white, $3.95; colors, $3.60; floor, $3.55; Flat Wall, white, $3.45; color, $3.35.

Ramsay's Pure, white, $3.90; colors, $3.55; floor, $3.50; porch, $3.55.
Glidden's white, $4.05; colors, $3.70.

Martin-Senour, 100%, white, $4.05; colors, $3.70; porch, $3.70; Neutone, white, $3.55; Neutone, colors, $3.45; floor paint $3.45.

Sherwin-Williams, white, $4.05; colors, $3.70; floor, $3.55; porch, $3.70; Flat Tone, white, $3.55; colors, $3.45.

Maple Leaf, white, $4.05; colors, $3.70; floor, $3.65.

Pearcy's Prepared, colors, $3.05; white, $3.40; floor, $3.00.

Adelite, white, $4.05; colors, $3.70; Industrial white, $3.60.

Barrett's Everjet Elastic Carbon Paint—Barrels, per gal., 85c; half barrels, 85c; 5s and 10s, 95c; 1s, per case, doz., $12.00.

Everjet Black Enamel—Crates, 2 doz., 8 oz., $1.45; crates 12 doz., 8 oz., $1.40; 1 gal. cans, gal., $1.50; 5-10 gal. cans, gal., $1.35; barrels-half bbls., gal., $1.25.

H., T. & A. Co.'s Creosote Oil—Barrels, 45c; half-barrels, 50c; 5s and 10s, 60c. F.o.b. Montreal and Toronto.

Paris Green—100 lb. lots—½ lb. paper cartons, per lb., 40c; 1 lb. paper cartons, 38c; ½ lb. tins, 42c; 1 lb. tins, 40c; 25 lb. tins, 36c; 50 and 100 lb. drums, 34c; 250 lb. kegs, 31½c; 600 lb. barrels, 31c. Terms: 1 per cent. 15, or 30 days net. F.o.b. Montreal, Toronto, Hamilton, London, Ottawa, Quebec, Moncton, St. John's and Halifax. Yarmouth and P. E. I. points ¼c per lb. extra.

Polish (O-Cedar)—4 oz. bottles, doz., $2.40; 12 oz. bottles, $4.80; 1 qt. can, $12; ½ gal. cans, $20; 1 gal. cans, $28.

Polish-ol—4 oz., $1.80 doz.; 12 oz., $3.60 doz.

Putty (Standard)—Less than tons—Bulk, bbls. (800 lbs.) per cwt., $4.20; 100 lb. drums, $4.70; 25 lb. drums, $4.95; 12½ lb. irons, $5.20; bladders in bbls. (400 lbs.), $5.95; in cases (100 lbs.), $6.20. Tons, 25c lower. Pure linseed putty, $1.25 cwt. advance on above prices. Hamilton prices same as Toronto.

Plaster Paris—Single barrels, $4.

Rosin—Barrel lots, per 100 lbs.—G., medium grade, $4; water white, $5.

Remover (Paint and Varnish)—High Standard, $3; Taxite, 1 gal. cans, $3; B-H Vanisher, $3; Chalco, $3; Klensa, $3; Cumoff, $3; Dougall Lingerwett, $3.25; Takof, $3; O.P.W. Presto, $2.60; Solvo, $3.60; Varn-off, $3; Adelite, $3.

Shellac—Per gal. in bbls.—White, $5.10; orange, $4.00. Gal. jugs, white, $5.40; orange $4.90. F.o.b. Toronto, London, Montreal.

Sulphur—In 100 lb. bags, per pound, 4½c.

Shingle Stains—

	Ordinary Colors.	Greens
Sherwin-Williams	$1.45	$1.65
B-H Anchor	1.45	1.65
M. L. Creosote	1.45	1.65
Soligum	1.30	1.50
Martin Senours	1.45	1.65
Elastica	1.45	1.65
Hillcrest	1.40	1.60
"C.D." Shingle Stain	1.25	1.45
Canada Paint	1.45	1.65
O.P.W. Creolin	1.30	1.50

Tar—Coal tar, refined, $10.50; crude, $9.25.

Turpentine, Single bbls., gal., $2.30; 2-4 bbls., gal., $2.29; 5 gal. lots, per gal., $2.40.

Varnishes—Per gal. cans—B-H Floors, $4.08; Maritime Spar, $5.13; Hard oil, $2.76; Gold Medal, $3.42; Elastilite, $3.95; Granitine Floor Varnish, $3.95; Hydrox Spar, $5.

C. P. C. Sun Varnish, $4.00; Sun Aero Spar, $4.60; Sun Waterproof Floor, $4.10.

Glidden Wearette, $4.; floorette, $4.

I. V. Elastica, No. 1, $4.99; No. 2, $4.58; Floor, $4.10.

Jasperite Interior and Exterior, $3.40; Indestructo, floor, $3.40. Pale Hard Oil, $2.50.

P. & L., No. 61, $5.14.

Jamieson's Copaline, $4.10.

M-S Marble-Ite Floor, $4.32; Wood-Var, $4.16; Durable Spar, $5.23; Finest Interior, $4.97.

Moorlastic Floor, $4.25; T. 45 Floor, $3.50; Moorvar Interior, $3.25; Moore's Spar, $5.

S. W. Mar-not, $4.03; Rexspar, $5.14; Scar-not, $4.76.

Lowe Bros., durable floor, $4.60.
Solpar, Spar Marine, $6; House Spar, $4.60; Floor, $4.60; Interior, $3.60.

Kyanize Spar, $5.25; Cabinet Rubbing, $4.95; Interior and Floor, $4.95.

Luxeberry light, $4.56; Granite, $4.56; Spar, $4.73.

Ramsay's Universal, $3.80; Agate Floor, $3.80; 400 Hard Oil, $3.35.
"C. D. Big 4" Exterior, $5.10; Interior, $4.60; General purpose, $4.28; Furniture, $2.30.

Dougall Univarnish, clear, $4.50; Transparent, spar, $5.00; Transparent, floor, $4.50.

Adelite, No. 103, Floor, $4.00; No. 105, Flat, $4.00; No. 100, Spar, $5.80. F.o.b. Montreal and Toronto.

Water Paints—Per 100 lbs. in 5 lb. packages—Frescota, white, $8.50; colors, $9.50; Decotint, white, $8.50; colors, $9; Coralite, white, $9; Perfecto, white, $8.50; Rockface, bbls., 250 lb., 5c.; Opalite, 300 lb. bbls., 16c; Opalite, 100 lb. pkg., 17c; 1 gal. packages, per pkg., $1; ½ gal. package, per pkg., 52½c; Ramsay's "Ideal," 310 lb. bbls., 40½c; Sturgeon's Solpar, 40c.

Waste—Cream, polishing, 18c; white—xxx, 18c; Colored—No. 1, 13c.

Wax—B-H Wax, 45c; Berry Bros., 50c; Imperial Floor Wax, 35c; Anchor, 38c; O.P.W. Lion Brand, 38c; Old English, 67c; Johnson's, 67c; Jamieson's liquid wax, gal., $3.60; Ramsay's, 45; Martin-Senours, 38c; I. V. Wax, 38c; Sherwin-Williams, 48c; Solpar, $1.75; Crown Diamond, 38c; Hillcrest, 45c; Plymouth Rock, 45c; Champion white, 50c; Ad-el-ite paste, 45c.

Whiting—Plain, in bbls., $3.00; Gilders, bolted in bbls., $3.25.

Wood Alcohol—Per gal.—In five gallons, $1.50; Methylated Spirits, $1.50.

Wood Filler (Paste)—Kleartone—All colors except mahogany—1 lb. cans, 28c a pound; 2 lb., 26c; 5 and 10 lb., 24c; 25 lb., 22c. Mahogany 5 cents a pound higher. Discount 35 and 5 per cent.

Wood Filler (Liquid)—Crown Diamond, per gal. in qt. tins, $1.70.

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